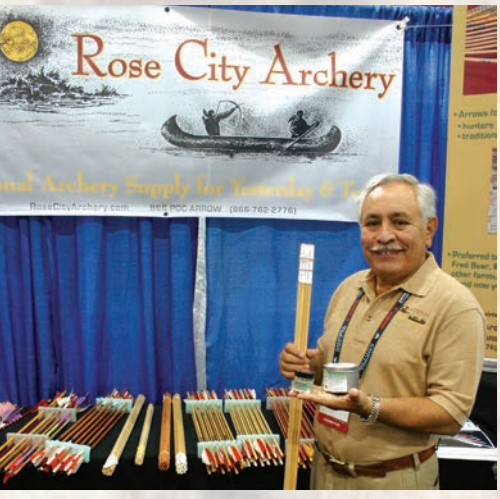


into products like the insect repelling candle and aroma therapy oil he's holding. Finally that processed sawdust is taken by farmers for livestock bedding that seems to retain antibacterial properties, keeping their dairy herds healthier.

To learn more about Rose City Archery's bare shafts, fletched arrows and cedar-oil products including pet shampoos, reach the Oregon firm at (541) 572-6408.

Industry veteran Chuck Nease invited *ArrowTrade* into the **Carbon Tech** booth, a firm that now produces its bows and arrows with the aid of Win&Win. That Korean based firm is earning a great reputation with top recurve shooters and it's method of forming carbon risers is behind the Phantom Carbon Compound from Carbon Tech. The bow combines a carbon internal frame with carbon overlays, and as part of the process standard inserts are molded in. It's available in a 34 inch hunting model that weighs 3.4 pounds, or a 38 inch version favored for competition that is just 3.65 pounds. The suggested retail price for the shorter version is $1,095.

This year Win&Win is producing a compact Lightning XP hunting bow with a machined riser and great margins, Nease said. "We're allowing the dealer to make a good 50 percent margin and still be in the lower to mid-range on the retail price." Nease is holding the Phantom and standing next to the Lightning XP.

Also new from Carbon Tech is this big Orca line-cutting carbon arrow, shown above the riser. Reach the firm at its new offices in Arizona: 549 E Silver Creek Rd, Gilbert, AZ 85296. The toll free number is (800) 951-8736.

At right, Paul Lawson of **Hedog Archery** introduced this Armourdillo, a lower cam protector, at the 2012 ATA Show. The molded piece attaches to the lower limb and is tough enough you can use your bow like a walking stick or a monopod for glassing with it in place. For more information, call the Tennessee firm at (520) 329-7790.

Outdoor Prostaff has added Mathews slings to its already wide collection, Sandi Krause told us. These soft, wide slings are easy to wash and as you can see, they come in a rainbow of styles. You can order as few as you want, but the firm has package specials when you start with a quantity of 18, 25 or 32. Reach the Indiana firm at (260) 312-8297.

Iron Mountain Products brought the Game Vector to market, a tracking aid for deer that starts with a lightweight barbed transmitter designed to pop off the arrow and stay with a deer. The 35 grain transmitter doesn't come on until it comes off the arrow, so you can leave it in your quiver for weeks at a time. That's Dennis Steinman holding the tracking unit, which with transmitter should retail for $249.99. The transmitter has a 48 hour battery life and shuts off with the aid of a magnet: Additional barbed transmitters are designed to sell for $39.99. Reach Steinman at (866) 535-8009.

Fred Eichler and **Outdoor Edge** Founder David Bloch have been very gratified by the reception to the Fred Eichler Pro-Guide knife. This premium knife has a mirror finished German stainless steel blade and a classy tapered tang handle that puts more of the

the weight toward the blade for better control. The hand tooled leather sheath is designed for side carry at your waist, just like this guide, outfitter and TV host prefers, because it's right at hand and yet out of the way when you're climbing on and off vehicles or horses.

The Colorado firm has five other new products for 2012, including a Blaze n' Bone kit were's showing here that rides at your waist as you're processing game with the boning knife, gut-hook skinner and carbide sharpeners. Reach Outdoor Edge in Colorado at (800) 447-3343.

Don Bell is using the "one deer, one bottle" approach he pioneered for Code Blue for his **Top Secret** deer scents. He said his scents are collected and bottled in an oxygen free environment, guaranteeing even better freshness. That's not wine he's holding, it's a 26 ounce bottle of Reserve Doe Estrous, designed to retail for $100, provided your store is on the allocation list. Top Secret also sells liquid scents in 3 ounce bottles and foaming scents in 8 ounce cans. Reach Top Secret in Alabama at (251) 746-2609.

Shown lower right, retailer Jason Greenstreet of 3G Archery Supplies, Walker, Missouri offered an endorsement to **Hot Can**. "It's hot and it's good," he said after sampling soups and beverages from the firm's self-heating cans. The cans mimic 12 once beverage cans but hold 7.1 ounces, since they are doubled layered with a chemical heating element in between. You push the bottom of the can and shake to activate the 3 minute heating cycle, which raises the temperature 70 to 75 degrees. Paul Sewell (behind counter) suggests hunters keep their Hot Cans in their jacket in cold weather, so they get a hotter finished product. Four soups and seven beverages are in the plans, and you can get more information at the California office by calling (855) 446-8226.

"Hunting is all about freedom," said Steve Graham, marketing manager for **Rocky**. "Freedom means mobility and that is why we are so excited about Rocky's Athletic Mobility apparel which is new for 2012. The Athletic Mobility line is innovative, quiet and made from rugged yet lightweight material that reduces bulk and provides a slimmer profile which allows for ease of movement. Topping off these features is built-in anti-microbial scent elimination resulting in the perfect bowhunting garment."

The Mobility line comes in a Base Layer, Ultralight, Midweight and a Maximum Protect outer layer. By combining the various layers the hunter can "layer-up or layer-down" to suit the often quickly changing weather conditions found during the bow season.

Also new for this year are Rocky's Military Inspired Ultralight L1, Midweight L2 and Maxprotect L3 boots which feature different levels of insulation and sole design ideally suited for the bowhunter. For the bowhunter who prefers high boots Rocky offers several new high boot models in rubber or a rubber neoprene combination. For additional information phone Rocky at (740) 753-9100.

New for 2012 from **Sure-Loc** is the Icon target sight with Gravity Drop Technology designed to put both the archer and the sight in the perfect natural position. The Icon has six axis adjustments consisting of sight bar length, windage, elevation, cant and third and fourth axis scope adjustment. This allows the shooter to match the sight to his natural and most comfortable shooting position and therefore shoot more accurately easier. Gravity Drop Technology allows the

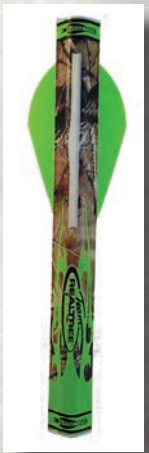
user to micro-adjust the sight to match his natural hand cant allowing the shooter to assume the most natural position while assuring the sight is always in perfect alignment with the force of gravity.

Sure-Loc's Lethal Weapon hunting sight has been redesigned and is now available with or without Retina Lock Technology. Retina Lock Technology allows the shooter to detect bow torque at a glance by simply aligning a dot and circle built into the sight itself. The Lethal Weapon features totally enclosed pins, micro adjustable windage and elevation, a rheostat-controlled light and pin-lock indicators that show through the use of a red indicator if any sight pin is left unlocked after adjustment. Phone (812) 689-9926 for additional information.

Denny Coauette, a design engineer, was on hand to demonstrate the redesigned **X-Press**. The new design is safe with an increased speed of operation. Operating ratios have been changed to allow for quicker adjustments with quick spin wheels and a quick adjustment slide base which eliminated the need for pins. A built-in shelf allows for quick placement and support of the riser and quick ratcheting arms securely hold the bow. X-Press claims the new design allows for the pressing of a bow in less then one minute. Call (715) 395-9955 for more information.

Mark Whitt of **Extreme Archery Products** is shown here with one of their new bow sights and a variety of Shrink Fletch. Extreme Archery's Raptor bow sight comes in a tool-less design in both micro and non-micro models. The Raptor has a fixed plate mount while the new Raptor DT is a dovetail model. The six inch adjustable dovetail allows for easy removal of the sight as well as a range of adjustment allowing the archer to properly fit the pin guard to the peep diameter for quick and easy sight alignment. All Raptor's come complete with a Purple Haze rheostat light. New for 2012 is the Diablo series sight below, a four pin model with extended fiber optics to ensure bright pins under all lighting conditions. The all aluminum sight includes a Blue Flame light for extra brightness when required plus a full lifetime warranty. Extreme Archery offers this quality sight at an affordable price to help the dealer meet customer budget demands.

For 2012 Extreme Archery has added new colors and new designs to its Shrink Fletch line including Tribal Flame and Realtree logos. Shrink Fletch is available in 2 and 4 inch lengths. It is also available in a 3 inch size for crossbows making the refletching of crossbow bolts quick and easy. For information on Extreme Archery's complete line of products call (606) 928-9447.



PDP
PRECISION DESIGNED PRODUCTS
WHEN CLOSE JUST ISN'T GOOD ENOUGH!
MOST ACCURATE INSERTS IN THE WORLD!
GLUE-ON BROADHEAD ADAPTERS
ADJUSTABLE COMPONENTS
BLUNTS & ADAPTERS FOR PRACTICE & VIDEO ARCHERY
THE ONLY NAME FOR WOOD POINTS
WEIGHTS FROM 55 TO 300 GR.
BEST SMALL GAME POINT
STABILIZER EXTENSIONS
2150 Enterprise Dr, Independence KS 67301
620-331-0333 Fax 620-331-0555 www.pdparchery.com

Brandon Gerken, vice president of **Sword Sights** was on hand to show dealers their complete line of sights including the Maximus bow sight which is new for 2012. The Maximus is a five pin sight with tool-less micro adjustment windage and elevation. The sight is all machined aluminum with laser etched scales for a quick reference when making adjustments and includes second and third axis adjustments. Pins are available in .010, .019 and .029 diameters. A three stage adjustable LED light is built into the sight body. The Maximus is available with either a single mount three position mounting plate while the Maximum Pro features a six inch dovetail mount. Sword sights can be customized with a mixture of pin sizes, choice of color and number of pins. For information on the new Maximus as well as the complete line of Sword Sights phone (419) 956-0510.

Treelimb President Rodney Notestine holds up two **Treelimb** bow quivers, one a camo version from the Standard Series and the other a custom color version from the Premium Series. These quivers come in either three or five arrow models with a riser mount bracket available in three configurations to fit today's popular bows. New for 2012 is a Rigid Lock Mount that can be mounted straight or at an angle allowing the user to position his quiver to suit his personal needs. For more information phone (419) 658-2010.

Andrew and Janice Bogulski of **Black Widow Deer Lures** were on hand at the 2012 ATA Show focusing on educating the public on the properties of a quality deer lure. "Many people think that if a lure 'stinks' it must be good but that is simply not true," explained Bogulski. "It is critical that your lure be fresh and of the highest quality. Take color for example. A fresh lure has a light amber color and is almost clear. If a lure is dark brown and stinks it is a sure sign it is of low quality and no longer fresh." Bogulski had samples on display to show the difference between a fresh and stale product. To order Black Widow Deer Lures and to learn more about its quality phone (352) 592-5340.

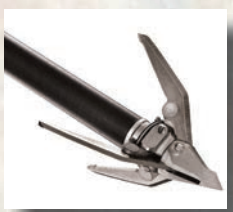
GamePlan Gear is well known for its line of specially designed packs and pack systems for the hunter. New for 2012 it has added the X-Bolt Sling. Demonstrated here by Sara Junk, purchasing agent for GamePlan, the X-Bolt sling is designed to make the transportation of a crossbow in the field easy by distributing the weight across both shoulders. It also features a quick disconnect on one end and a specially designed boot on the other end which will accept the butt end of any crossbow.

Also specifically designed for the crossbow hunter is the X-Bolt Quiver Pack. Based on GamePlan's innovative 'Spot-n-Stock' platform, the new X-Bolt Quiver Pack combines an easy to access pack with a quiver mount and includes a Truglo four arrow quiver. Phone (877) 544-6611 for more information on these products as well as GamePlan's complete line of packs and accessories.

Allison George of AJ's Archery located in Cazenovia, New York stopped in to talk to Curtis Jazwiecki, president of the **Outdoor Business Network**, at the 2012 ATA Show. "E-Information is a critical component of today's business climate," explained Jazwiecki. "The first place people turn for information when searching for a place of business or for information on a product is the internet. The retailer that provides their customers with the most information in a user friendly format will see the greatest results."

"Mobile shopping is on the increase as well," Jazwiecki continued. "Today a customer can stand in a store and if he sees something he is interested in he can actually search for other stores that also have the product, on his phone. If your business is on the web and structured properly they can find you. We have learned that hunters who are away form home, Goggle to find stores in the area in which they are hunting to buy the things they need. We are also seeing people who are traveling go on Google to check out an archery shop that may be on their route. It is important that retailers build into their web sites features that allow people to easily locate them and inform them about the products and services they offer. All advertising leads people to your store and in turn their business as well. It is important to have a complete web site to best serve the person using the internet to find the business in which they are interested." To learn more about how the Outdoor Business Network can help your business call (800) 699-0820.

Chris Sanford (right in photo below), president of **Sanford Innovations** points out the features of his broadheads to Big Bird, owner of Big Bird Bait and Bows of Maryland, Missouri. For 2012 both the ExpanDead shown here and the BloodShot have been redesigned. The blades on both heads feature increased sharpness and the ExpandDead can be shot as either a fixed blade or as a mechanical head. The BloodShot redesign has eliminated the need for a washer resulting in a better fit between the head and the shaft and improved arrow dynamics.



Now available from Sandford Innovations is the Missile, a three-in-one broadhead container which is ideal for carrying fully protected broadheads safely in your pocket or pack. The Missile not only safely stores a broadhead but has a built in broadhead wrench and sharpening stone. Contact (406) 669-4000 for more information.

Tom Brander, sales manager for **Pete Rickard's Scents and Lures** is shown here next to the display of some of the product line. Pete Rickard is the man credited with developing the original Indian Buck Lure in 1934. Indian Buck Lure is not only still offered by Rickard's but it is one of its most popular lures. New for 2012 are Buck Zone, Bucks Gone Wild and Indian Buck Spell. Phone (518) 234-2731 for additional information on Rickard's complete line of hunting and trapping lures as well as its hunting accessories.

Kenton Carruth, president of **First Lite** holds a Chama Hoodie with a quarter zip, new for 2012. First Lite's entire line has been redesigned for 2012 to better fit the needs of the bowhunter with articulated shoulders and arms for freedom of movement. Flatlock seams eliminate rubbing surfaces for maximum comfort. To its lightweight line First Lite added a short sleeve and quarter zip shirts. In its mid-weight line a hooded sweat shirt and a rip-stop merino wool shirt were added. All of First Lite's clothing is made from 100 percent

SILICONE PEEP TUBING
DISPLAY

NEW

- BUILT-IN TUBING CUTTER
- BUILT-IN MEASURING TAPE
- MOUNTS ON PEGBOARD OR SLATWALL
- 25' OF EACH COLOR (200' TOTAL)
- GREAT PROFIT MAKER

Also Available:
COLOR MATCHED PEEPS
3/16" & 1/4"

BUY THE TUBING GET THE RACK FREE

PINE RIDGE ARCHERY
PREMIUM SILICONE PEEP SIGHT TUBING

CALL FOR INFO: (877) 746-7434
WWW.PINERIDGEARCHERY.COM

Merino wool in a variety of camo patterns including the popular ASAT pattern.

Merino wool is made up of some of the finest wool fibers found in nature and its tiny diameter allows it to be worn directly against the skin without irritation or itch. Merino wool is water repellent, odor resistant, flame retardant, anti-static and a UV protector making it the perfect fiber for the hunter. For more information call (208) 721-0101.

Shadow Hunter offers a complete line of blinds and blind elevator hardware. Cindy Teague of Shadow Hunter is shown here pointing out the features of the new for 2012 Octagon Combo blind to Ridley Elkins (right) and Doug Phipps both of Hobbs Archery in Douglasville, Georgia. The Octagon Combo offers maximum shooting opportunities with no hidden corners or blind spots. It also features Shadow Hunters silent window system for noise free operation. Teague explained, "Shadow Hunter has 17 years of blind making experience. We are seeing a dramatic increase in the use of blinds among hunters due to added comfort and safety and they are excellent for introducing kids to the hunting sport. The new Octagon Combo comes in an archery model, with eight vertical windows; a gun version with four vertical and four horizontal windows and a crossbow version with four vertical and four large crossbow windows." For more information on Shadow Blinds phone (888) 446-4868.

Fred Settles, CEO of **Muzzy**, was kept busy talking to dealers and distributors about Muzzy's line of American made broadheads including some exciting new heads. With the growing popularity of crossbows, Muzzy has added to its line-up the CrossKill 125 grain three blade broadhead. Joining the CrossKill 150 grain Muzzy now offers the crossbow hunter his choice of several heavier weight heads. Settles said, "Both heads feature stainless steel ferrules and an ultra compact design. With a 1-3/16 inch cutting diameter both heads offer field point accuracy with fixed-blade reliability even at speeds over 400 fps."

Also new for 2012 is Muzzy's Fred Eichler Signature Series traditional broadhead shown at the bottom of the page with a 150 grain four blade model and a 125 grain two blade model. These heads fill out the popular Phantom line of broadheads known for their penetration and durability.

Muzzy also introduced its DX-3 100 grain head which is Deep Six compatible and designed specifically for Easton's slender new Deep Six Insert System.

On hand to sign autographs and interact with the public was Joey Menegatti (right), professional hunter and a TV talk show host for Muzzy. For more information on the company's complete line of products call (770) 387-9300.

AIM Outdoors (Accuracy in Motion) is now offering all versions of the Whisper Peep and the Whisper Buddy string silencer in bulk packages of 50 and 100 in answer to dealer demand. The Whisper Peep comes in three popular sizes with or without a tube but this is where all similarity with a conventional peep ends. The Whisper Peep does not need to be served in and will not move which is a real time saver for the dealer. It has an oblong hole for maximum light transmission yet presents a perfectly round hole to the shooter when at full draw. In addition the Whisper Peep's unique material also absorbs vibration.

AIM Outdoors promotes Whisper Buddies as very effective string silencers for both compounds and crossbows. The secret behind the Whisper Buddy is the high tech material that absorbs the vibration and dissipates it in the form of heat. That is not to mean that the silencer gets hot but it is the way the material functions. Initial testing of the Buddies indicates they are extremely durable as well. For information on Whisper Peep and Whisper Buddies call (908) 735-6111.

The **October Mountain Products** line of traditional archery products and archery accessories continues to expand. Matt Smith of October Mountain is shown here with the new Sand Shark, a traditional bow

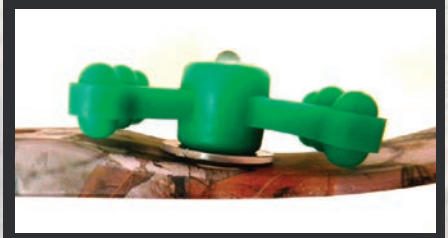
complete with bowfishing line and reel that will help satisfy the growing demand for gear in this area. Added for 2012 is a Deluxe XB-1 Crossbow Case which features quiver and accessory compartments to provide maximum storage. Its raised-rear design allows for use with scoped crossbows, while double-pad construction provides protection in travel, and storage. October Mountain's new Crossbow Rail Lube and Wax Combo is specifically formulated for today's modern, high-performance Crossbows; String Love Rail Lube provides protection to center-servings, while BlackHeart Wax extends the life of the string and cables. The first of its kind, BlackHeart String Wax was chemically composed specifically for high-velocity crossbow shooting. Although black in color, the wax becomes clear when applied to the bowstring. For more information phone (717) 653-9074.

Gene Price (right at left) and Todd Nemelka of **Trophy Rock** claim the "Rock" helps to develop bigger bucks naturally. Trophy Rock is a natural mineral source containing over 60 trace minerals and is mined in Utah by American miners. Used year around the Rock builds the health of the overall herd and is an attractant to bucks, does and fawns. Entering its 10th year on the market, more and more dealers are becoming aware of the product and its value both to the herd and as a reoccurring purchase among their customers. The Rock makes a logical companion for trail cameras when taking a deer census in any given area. For more information call (937) 377-3030.

David Milazzo and Paul Petrino were on hand demonstrating the **Tree Stand Buddy** which is a two piece mounting system where one half (the bracket) attaches to the user's stand. The second half (the receiver) mounts to the tree. This system allows for quick and easy removal of the treestand eliminating theft and rodent damage while allowing the stand to be reinstalled in minutes. A built in hoisting loop makes it easy to lift the stand up the tree eliminating the dangerous practice of carrying a stand up or down a tree. Purchasing additional receivers and placing them in various locations allows the hunter to quickly change his stand to suit changing wind conditions or deer activity. Milazzo said, "Not only am I proud of the quality of our product but also the fact that it is totally made in America." To learn more about the Tree Stand Buddy phone (877) 987-2723.

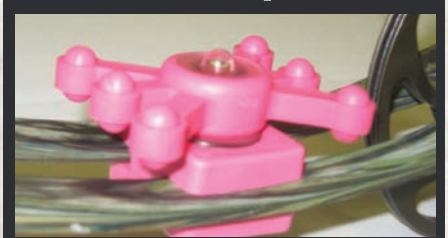
Big Green Targets CEO Danny Little said, "Big Green Targets are durable, long lasting and very economically priced. They are designed to stop today's high speed bows and carbon arrows but do so utilizing 100 percent recycled materials. Big Green's heat bonded broadhead

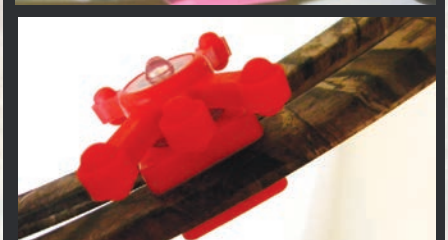
Monsterjax Solid Limb Dampeners



Uses 6 arms to dampen vibrations.
Patent #7,703,449

Magnum Split Limb Dampeners





Reduce Vibrations!
Extend the life of your limbs.
#1026o=1/2" gap #1026b=.90" gap
#1026a=.70" gap #1026c=1.125" gap

BOWJAX
www.bowjax.com
18544 Rimrock Rd., Hayden, ID 83835
(208) 762-3692

targets are designed to take shot after shot without slivering or coming apart while our field tip targets feature high density foam exteriors that are filled with recyclable fabric, (see photo) with our crossbow targets rated for speeds up to 350 feet per second."

New for 2012 is Big Green's Gamer target by Little in this photo, with a dart board on one side and a deer skull and various size dots on the other. The rules and regulations for these targets are left up to the imagination of the shooters who can invent a multiple of shooting games and challenges. Phone (888) 390-5548 for more information.

"**Watson AirLock** is a one stop shop for the best way to store and transport clothing and gear," said Chris Watson, president and designer of Watson AirLock products. "The Watson Airlock gear is designed by a bowhunter for bowhunters. When I could not find exactly what I needed I came up with my own design."

The company offers three different size duffels designed to both store your hunting clothes and gear as well as transport them to the field. All duffels have built in accessory compartments and some of them are removable depending upon the model. All duffels use AirLock technology to lock out odors and are constructed of Back2Back fabric coating technology for water repellency and abrasion resistance. Also built-in is a changing mat that provides a dry surface on which the hunter can stand while changing boots or socks in the field. AirLock duffels are filled with innovative features such as a contrasting colored interior to make it easy to find your gear under a variety of light conditions. To learn more call (412) 877-3619.

Mossy Oak, a name well recognized in the world of camouflage, is celebrating its 26th year as an industry leader. Mossy Oak's Break-Up Infinity was one of the first patterns to introduce six individual layers of depth with realistic detail and sharp definition. The digitally photographed elements have superb detail, accurately proportional dimensions and accurate colors to help the hunter blend in with his surroundings by creating a multiple dimension image. For more information on all of the patterns offered by Mossy Oak contact them at (662) 494-8859.

Buck Stop is in its 59th year of family ownership. The present owners are Brian and Bonnie Johansen, shown here with daughters Jill (left center) and Kelly. Brian explained, "Buck Stop was the second known company to offer buck lure and the first company to offer doe estrus lure in 1971. After the development of a special collection process in 1984 Buck Stop offered 200 Proof scents."

"For 2012 we have repackaged our scent elimination packages to increase the amount of product while pricing for greater dealer margins," Brian continued. For details on Buck Stop's complete line of scents and lures phone (800) 477-2368.

Kirk Clark (left) and Keith Dvoroznak of **Ripcord Technologies** hold two different models of the Ripcord Arrow Rest. Ripcord's fall-away rest gives the advantage of both fall-away design and full arrow containment. Ripcord's built-in Drop Dead brake system eliminates launcher bounce back ensuring contact free arrow flight. Ripcord features a soft, red over-molding on the launcher

and containment arm that eliminates the need to add additional moleskin. The "football clip" used for cable attachment allows for easy installation without the need for a bow press. New for 2012 is this new Launch Pad Holder which they claim will fit on any shelf riser from flat to curved. The Launch Pad will catch and cradle the arrow on let-down for silent operation. Call (406) 683-0100 for more information.

Aaron Smith, sales and marketing director for **Allen** said the company has the largest manufacturing facility in the US for the production of gun cases. Allen also produces a large variety of quality bow and crossbow cases along with a complete line of accessories for both the gun hunter and the bowhunter. "Allen's tag line is 'Gear Up – Game On,'" said Smith. To learn more about Allen's complete line of hunting accessories including an extensive selection of archery gear call (303) 469-1857.

Forrest Carter was kept busy by dealers wanting to learn more about **Carter Enterprises'** newest releases. New for 2012 this company has introduced the Whatever, the Easy 1 and 2 Moons. The Whatever is an index finger release aid with a closed jaw system for the confidence of those preferring a completely enclosed loop. The Whatever at left features Carters new Dowel Interchangeable Tension System (DITS) which allows the user to customize the trigger tension from approximately one pound to 10 pounds with the use of the enclosed spring kit.

The Easy 1 shown here in red has combined the top features of two of Carter's popular releases. The Easy 1 has the one-push self-closing Dead Jaw of the Simple 1 and the ergonomic fit and comfortable finger feel of the Target 4. The Carter 2 Moons is a back tension release that incorporates a revolutionary clicker system with a fine adjustment that the user can use to micro adjust the length of the clicker in .005 inch increments from .0 to .030 inches. For additional information call (208) 624-3467.

Jason Yopp, national sales manager for **Schaffer Performance Archery**, showed off Schaffer's new, redesigned Opposition arrow rest. The weight of the rest has been reduced by approximately 20 percent through the removal of material within the rest arms without compromising the strength of the rest. For 2012 a Lost Camo finish is now available which complements the finish on the Mathews bows. Two mounts are available for Hoyt bows for either carbon or aluminum risers, a Mathews mount and a universal mount are available for all other bows.

Schaffer's Opposition sight which has featured a pivot lock mount is available for 2012 with a solid mount at a reduced price. The solid mount is ideal for those archers that do not remove their sight to case the bow. Phone (952) 894-6169 for more detailed information on Schaffer products.

Trent Keller, marketing manager for **Dead Down Wind**, had a host of new products to discuss. Among those new products is a SpeedStick Bow Wax which the company claims is great for bows, crossbows and firearms. Using a blend of all natural ingredients and a totally odorless oil the SpeedStick waterproofs, lubricates, conditions and protects. The "Its Not Just Luck" kit includes everything the hunter needs to get started for a no scent hunt: laundry detergent, body and hair soap, a field spray with refills, bar soap and a Checkmate Wind Checker. Dead Down Wind has an aggressive education program for the hunter stressing a three step system to scent free hunting. The three step system consists of products to address laundry, personal

Original All Terrain Pack Chair ..experience the difference!

⇒Telescoping Leg Design
⇒Weighs approx. 8.5 lbs
⇒Backpacks
⇒Comfortable
⇒Great in blinds
⇒Hunting, Fishing, Camping
⇒Pad Available in LOST CAMO & MOSSY OAK BREAKUP
⇒Weight Capacity 300 lbs
⇒Sit Anywhere & Hunt All Day!

Lost Camo
MOSSY OAK BREAKUP

www.sittinghawk.com kim@sittinghawk.com
573-846-7032
Dealer Programs Available

hygiene and in-the-field applications. To learn more about the world of scents elimination from Dead Down Wind phone (888) 486-8339.

Dustin Wardell, national account manager for **Black Gold**, is shown here holding the Vengeance and the new Ascent. Black Gold offers its popular Vengeance hunting sight in a five or seven pin model. Both the Vengeance and the Rush sights are available with either 1-¾ inch or 2 inch diameter pin guards allowing the user to better match his pin guard with his peep size. The Vengeance is available with either a solid mounting bar with several optional mounting holes for positioning or with a 6 inch dovetail bar for easy removal and more flexible positioning which is new for 2012.

Also new for 2012 is this Ascent sight available in both a hunting model and a target model. The hunting model comes with either a single pin or multi-pin head and incorporates a single knob vertical adjustment system which gives target sight accuracy to the bowhunter. The Ascent's target model is complete with a vertical adjustment speed dial plus micro windage adjustment and a dovetail extension. The target version accepts all manufacturers 10/32 scope housings giving the user the flexibility to choose the sighting system that best suits his needs.

For information on these sights as well as all of Black Gold's sight products call (406) 388-9060.

Rob Smollack, president of **ASAT** (All Season, All Terrain) camo, showed off some new items in the ASAT clothing line which include an Extreme Layer Vest and a Lightweight Bow Hunting Jacket. ASAT offers a complete line of clothing including base layers, mid weight, heavy weight and three dimensional camo outer wear. The ASAT system allows the hunter to easily layer up or down to suit changing conditions. All clothing is produced in the ASAT camo pattern which has been field tested to work in all seasons and all terrains. For complete information call (406) 563-9336.

Sam Newsom of **Shrewd Archery** was on hand to explain the complete line of grips, stabilizers and scopes this company offers. New for 2012 is a fully CNC machined V-bar, available in either a single or double model, with built-in disconnects and stainless steel fasteners. The V-bar features tapered locks which tighten down securely with enough force to handle the increasing heavy stabilizer weights which have become so popular.

Shrewd also offers a scope in which the lens can be mounted front or back. The scope accepts sunshades either front or back as well as allowing mounting in both locations at once if desired. The housing has a fiber slot built in to protect fiber optics and has eight multiple locations for the sight pin. The scope is drilled and taped to accept a light system. Phone Shrewd Archery at (540) 387-2922 for more information.

Swivelimb's Brett Will enjoyed a great reception to his Multi-Position treestand. New for 2012 is a seat cushion that slips over the existing seat on both new and older Swivelimb models. Needle bearings have also been installed in the seat slide for smooth, quiet and effortless operation.

Also new for 2012 is Swivelimb's TreWinch which can be used for multiple purposes including installing ladder sttands, hoisting feeders and hanging tree stands. When used for hanging stands install the TreWinch above the desired location selected for the stand and simply winch the stand to the correct height. The winch holds the stand in position allowing for quick, easy and safe installation. To learn more contact Swivelimb at (405) 316-8924.

#1 Broadhead
Most aerodynamic fixed blade ever
Outpenetrates any broadhead on the
AMCATBROADHEAD
00 rain 1 3/8" cut diameter 2 1/16" total cutting
25 rain 1 1/2" cut diameter 2 1/4" total cutting
Fulton precision

Brett Fulton, designer and manufacturer of the **Ramcat** broadhead, is shown here with his wife Chris. "We have made several design improvements on the Ramcat making a great broadhead even better for 2012," explained Brett. "New innovations include changing the body ferrule from a 300 series stainless steel to a 400 series and heat treating it for additional strength. We also are using a new blade sharpening process that makes the blades even sharper and we added the AERO Insert Technology by Firenock which is a 2 O-ring system (licensed to Ramcat Broadheads) which will guarantee that the threaded shank will be absolutely centered in all inserts and will prevent the broadhead from loosening on the shaft. We have also added new left hand blade screws to tighten blades into the loaded position more easily and we have increased the Allen socket on the blade screws from .050 inch to 1/16 inch for easier, more consistent tightening. The blades have also been revised so they will rotate forward further for easier arrow extraction (back cut) in game or targets. The threaded shank length has been increased by 1-1/2 threads to accommodate all inserts." Call Ramcat at (412) 519-5352 for more information.

Trisha Bower of **Victory Archery** holds a variety of shafts available from that company. Victory utilizes VAP (Victory Armor Piercing) technology on its hunting shafts. The use of a tapered insert insures a larger entry hole reducing the friction on the shaft as it passes through the animal thus increasing penetration. Tod Boretto, general manager of Victory Archery said, "New for 2012 is Victory's ICE coating. ICE is an Integrated Ceramic Exterior that makes up the shafts exterior. The coating reduces the pull force required to remove an arrow from the target by 60 percent, increases arrow speed by approximately 3 fps and by reducing drag, increases penetration. Also because ICE is integrated into the shaft's surface and is not simply a coating it never wears off and never needs to be reapplied."

"Also new for 2012 is Victory's VooDoo Bolt for crossbows," continued Boretto. "The VooDoo is a VAP shaft for crossbows which has rail rider sleeves on the shaft to allow the thin shaft to align properly with the crossbow string. The reduced contact area of the rail rider sleeves combined with the ICE coating provide increased speed and penetration.

Because the shaft is actually raised from the rail it allows for increased helical to be applied to the fletching. The VooDoo bolt is fletched with a 6 degree helical for increased accuracy." For more information call Victory at (858) 513-1801.

Josh Varner, senior engineer for **Trijicon**, holds a Scorpyd crossbow on which is mounted a Trijicon ACOG Crossbow Scope. The ACOG Crossbow Scope reticles feature Bad River Outdoors patented ranging system for elk or whitetail deer and corresponding yardage indicators. This combination allows the hunter to range in the distance to the game and immediately switch his focus to the yardage indicators without removing his eye from the target. The scope is speed sensitive and comes in three models to suit slow, medium or high speed crossbows. The scope fits directly on the scope rail of Scorypd Crossbows without the need for sight rings. However it can also be mounted on crossbow scope rails as well. To reach Trijicon phone (248) 960-7725.

XS²
Redefining The Perfect Bowstring

New from Brownell, the World Leader in bowstring technology and innovation is a breakthrough in material design called XS². Made from the highest quality HMPE and enhanced through Brownell's proprietary process, XS² achieves the same performance as a blended material without sacrificing speed.
- Incredible Speed
- Superior Strength
- Unmatched Stability
Providing Over 50 Years Of Service To The Archery Industry
Brownell & Company, Inc.
(860) 873-8625
www.brownellarchery.com

Gary Cooper (left center) and Rick Rismer of **Slick Trick** were kept busy with a constant flow of dealers placing orders and checking out Slick Trick's new broadheads. Cooper said, "For 2012 Slick Trick introduced this Viper Trick, a cut on contact traditional head with a bleeder blade available in both 100 grain and 125 grain. The head features Slick Tricks replaceable .035 inch thick Lutz custom knife grade Mercedes blades sharpened with a 20 degree angle for superior sharpness. The blades can also be easily resharpened. The Viper Trick has Slick Trick's famous field point flight and Alcatraz blade locking system."

"Also new for 2012, Slick Trick introduced a 150 grain XBow Trick with the same custom knife grade Mercedes blades used in the our legendary Magnum," Cooper continued. "The additional weight and the aerodynamic shape of the 150 grain XBow Trick aids in stabilizing the short crossbow bolts for greater accuracy and stability." Call (870) 934-0131 for more information.

Cajun Archery, a manufacturer and supplier of bowfishing equipment added the Hornet Lite to its line for 2012. According to David White, president of Cajun Archery, the Hornet Lite is not simply a shorter bowfishing arrow but it is specifically designed with a softer spine to fly best out of bows of 40 pounds draw weight or less and for archers with short draws.

The Hornet Lite is made from a special proprietary material weighing approximately 27 grains per inch as compared to a conventional fishing arrow which averages 40 grains per inch. The Hornet Lite is available as a shaft only or with a Piranha point and AMS Safety Slide installed or in a kit complete with drum reel. Call (800) 551-3076 for more information on all of Cajun Archery's bowfishing products.

David White, president of **Hot Shot**, is shown below explaining to a dealer the logic behind his new Hot Shot releases. New for 2012 is Hot Shot's Nano shown here which is a full 30 percent smaller than the flagship index finger release, the Infinity. By trimming the fat the Nano results in a compact, user friendly design that's not only aesthetically pleasing but that's also less obtrusive in the field. Using Hot Shot's "Lever-Link" trigger the Nano affords less trigger creep for a crisp shot and precise trigger pull. This stronger and more reliable actuating mechanism features less friction than traditional roller bearings and provides little opportunity for dirt and debris to enter the release and affect function. As with all Hot Shot index finger release aids the trigger and internal components are comprised of a proprietary alloy that is essentially "self lubricating," a feature that further promotes ultra-smooth function. The Nano's trigger tension and travel is easily adjustable by way of a single allen-head set screw.

Also new for 2012 is Hot Shot's Eclipse shown above. With its enhanced handle curve, the Eclipse is secure and stable during the draw allowing a rock solid anchor and exceptional leverage while squeezing off the shot. Available in three and four finger models the Eclipse offers dual-locking screw adjustment for trigger travel and trigger tension, while a multiple axis thumb post permits exceptional adjustment for projection, tilt and distance adjustment for an exact fit to any hand size or shooting style. For complete information on all of the Hot Shot releases call (800) 551-3076.

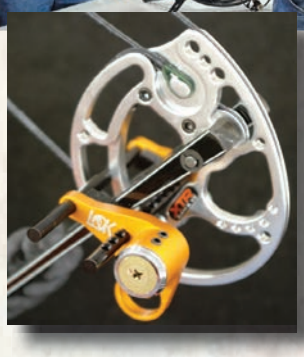
Darton Archery's President Rex Darlington (left in photo below) and Sales Manager Ted Harpham were all smiles as they showed off Darton's new bows for 2012. Ted is holding Darton's new FireForce crossbow featuring oversized Quad Ball Bearings and wide, stronger laminated Quad limbs. Its compact front riser mounts on a redesigned stock with intergraded forearm flange to protect the shooter's fingers. It features a Dual Sync Cam System and Dual String Suppressors with an additional Barrel Suppressor to reduce further shock and eliminate excessive noise. Darton reports the speed of the FireForce shooting a 400 grain arrow at between 395 and 400 feet per second.

Weighing in at an even 8 pounds is Darton's new Terminator Crossbow. The Terminator was specifically designed to offer the dealer a quality crossbow at an entry level price.

While Darton's popular flagship DS-3800 remains in the line it is joined in 2012 by the DS-3900. The DS-3900 has a new, lighter riser and is compact at 32-7/8 inches axle to axle. It features dual string suppressors and a new limb angle designed to increase the pre-stress on the limbs to maximize performance. The DS-3900 is a well balanced muscle bow with a small valley for maximum control. For details on Darton's complete line of bows and crossbows phone (989) 728-4231.

Scott Krause holds an assortment of **Nockturnal** lighted nocks. For 2012 Nockturnal has added a line of crossbow bolt nocks as well as several new colors including blue and white. Phone (888) 779-0092 for additional information.

Josh Butcher of **ACU Archery** is showing a dealer the ACU Lok. The molded Econo ACU Lock is the answer for both dealers and individuals who want their bows protected from accidental dry-fires. Dealers find it a great way to protect bows in their show rooms or ranges when unattended for a minimal cost.



The ACU Lok is available in either a plastic model with a key insert or in an all aluminum mechanical keyed version shown. It works on compounds and compound crossbows and can be used to lock either the string or the cam. To learn more call ACU Archery at (260) 563-6097.

New from **Rage** for 2012 is this gold 100 grain X-Treme two bladed broadhead with a 2.3 inch cut and a cut-on contact tip. Also new for this year is the new red Chisel broadhead for those preferring a bone smashing chisel tip. The Chisel is available in either a two bladed head with a 2 inch cut weighing in at either 100 or 125 grains and a 100 grain three bladed model with a 1-½ inch cut. For the turkey hunter Rage has added the Turkey which is a two bladed broadhead with a 2-¼ inch cut weighing in at 100 grains. A three bladed Turkey is also available in a 1-3/4 inch cut at 100 grains. Some of the models from Rage are different colors for quick identification and for more attractive displays.

Also new for 2012 is the Rage Cage Quiver which weights in at only 8 ounces. The Rage Cage has a two point contact system for holding mechanical broadheads. Once in place the arrow can be rotated slightly to lock the head in place so the broadhead blades cannot open in the quiver yet can be easily removed. An adjustable cam-lock release system allows the user to silently remove the quiver when in the stand if he so desires. Call (888) 779-0092 for additional information.

Mark Hall, senior sales manager for **Greatree Archery**, is shown holding the latest addition to the traditional bow line, the Outdoorsman. With the growing interest in traditional equipment this bow was designed as a quality bow at an affordable price. Also new for 2012 is the X-Cursion take down that accepts ILF limbs which allows the archer maximum versatility when matching risers and limbs. Greatree has expanded its accessory selection with the addition of its Carbon Pro line of carbon arrows plus carbon hunting and target stabilizers. To learn more about Greatree's complete line of traditional equipment contact them at (860) 643-7344.

Bear Archery Product Manager Steve Dalp (above) took a quick break from talking to dealers at the ATA Show to pose for ArrowTrade with Bear's new Anarchy bow. "Bear Archery raised the bar again by listening to customer demand," said Jason Pickerill, marketing manager for Bear Archery. "With an axle to axle length of 35 inches and a 7 inch brace height the all new Anarchy (143A) is a hunting bow that shoots like a target bow. It looks good and it shoots good."

"The Anarchy features a unique cam system with a flat top cam that

RanchoSafari.com
Manufacturer of:
CatQuiver®
Shaggie® Ghillie
Catfany Packs
Catday Packs
Field Blinds, Etc.
Made in the USA
P.O. Box 691 • Ramona, CA 92065 • 760-789-2094

provides a solid back wall and greatly improves nock travel. The hand grip is easily removed allowing for the installation of slim panel grips which permit the user to customize the grip and the integrated string stops have been redesigned for a smoother flow from the riser."

"Bear is here and we are not going anywhere," laughed Pickerill. "Bear Archery and Trophy Ridge have been a sleeping giant for many years. We are alive and well." For more information on Bear's complete line call (800) 694-9494.

Brian Adams, product manager for **Trophy Ridge**, explained to *ArrowTrade* the advancements Trophy Ridge has made like these Cypher Series Sights which are new for 2012. The Cypher is available in three and five pin models with tool-less windage and elevation adjustment. Five and seven pin models are available with tool-less windage and elevation and micro adjustment. All models come with .019 pin diameters and a rheostat light and are available in either black or APG Realtree. The Cypher Sights are made utilizing Ballistix CoPolymer Technology which results in a material with the same strength as aluminum but which is 25 percent lighter. Adams said this material allowed the sight to be completely redesigned for maximum versatility resulting in a sight of the highest quality and the highest precision at an affordable price. The sight also has a soft quality feel.

Ballistix CoPolymer Technology is also used on Trophy Ridge's Power Shot Whisker Biscuit and its Beacon bow quiver. The Beacon quiver has dual arrow grippers to securely grip any arrow size and holds both fixed blade or mechanical broadheads. The quiver includes three different mounting brackets to fit all bow risers and incorporates a quick detach system for easy removal. Built into the hood is a dual light system. One green LED is mounted inside the hood to aid in placement or removal of an arrow in the dark. Three green LED's are built into the exterior of the hood designed to light the way for a bowhunter going to or from his stand in the dark. Call (800) 694-9494 for more information on Trophy Ridge's complete line of accessory products.

Martin Archery's Arron Hamilton (left) of research and development and Drew Rogers, director of operations, are holding two different models from Martin's extensive line of bows. The new Fury XT cam is very dealer friendly with a built-in 20 pound weight adjustment in the cam settings and an additional 15 pounds draw weight adjustment by using the limb bolts for a total weight range of 35 pounds. Also built into the cam is 6 inches of draw length adjustment.

"The Fury XT cam gives the dealer a huge advantage," said Rogers. "By offering a cam system with such a wide variety of adjustment it makes it much easier for a dealer to control his inventory while still being able to serve a wide variety of customers. Martin is offering more value to the dealer while making it easier for them to satisfy the customer."

This new cam system is available on several different Martin models including the Exile, Exile Pro, Prowler Pro, Bengal Pro, Pantera Magnum, Cougar FC Pro and the Silencer Pro. To learn more about the XT cam system and Martin's complete line of bows and accessories phone (509) 529-2554.

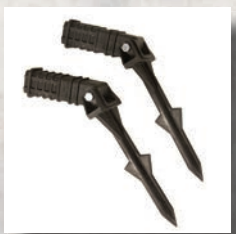
David Potts, national sales manager for **Axion Archery**, in the photo below holds two of Axion's newest products. The new Gridlock 6 inch Triad Stabilizer is available in either a 6.8 ounce model or a 4.8 ounce version. The Triad is triangular in shape and contains four Mathews dampers. It is fully adjustable for orientation with four locking set screws. The design complements the current look for the Mathews Helim bow and comes in black, tactical and Lost camo. The Triad is a Mathews licensed product.

Also new for 2012 is Axion's full containment Zone Rest. The arrow rides on a V-shaped brush for silent operation which is known as Hush Brush Technology. The rest features a cushioned rubber stop, windage and elevation adjustment, easy to replace launchers and adjustable spring tension for high speed bows. It also features cord lock technology that

enables the rest to be locked in the full up position for ease of tuning. For Mathews dealers a GLR Gridlock version is available with all the same features plus the addition of a Mathews Harmonic Damper and a Mathews riser mount. For information on all of Axion's products call (330) 343-0900.

Daniel Davis, mechanical engineering manager for **Barnett**, is holding Barnett's new Vengeance Crossbow which was first introduced at the 2012 ATA Show. The Vengeance is a reverse draw crossbow with a carbon riser. It features an 18 inch power stroke and shoots 22 inch long arrows with moon nocks and is rated at 365 fps at 165 pounds draw weight. The Vengeance is anti-dry fire equipped with a comfortable 3-1/2 pound trigger pull. It is available in both a carbon or camo finish. The pistol style fore grip is adjustable for comfort and shooting style. For more information on Barnett's Vengeance as well as the rest of its crossbow line call (727) 234-4999.

Tree Stand Up is a new and innovative product that makes the job of setting up a ladder stand safe, quick and easy. Anyone that has installed a ladder stand knows that it often requires a minimum of two people and sometimes three are necessary to lift the stand into position while trying to keep the end from skidding across the ground. Tree Stand Up is a pair of ground stakes with pivoting heads which are made of a thermoset, lightweight and durable composite material. The stakes are inserted into the ground at a distance from the base of the tree as recommended by the ladder stand manufacturer. The feet of the assembled stand are then inserted into the pivoting top portion of the Tree Stand Up bracket. The feet of the stand are now anchored and cannot skid or slide as the stand is being lifted. To erect the stand simply lift up on the top portion of the stand and "walk-it-up". Tree Stand Up ground stakes are reusable and are an easy add-on sale for every ladder stand. For more information call (920)403-0061.



Anthony Carlston (left) and his father Marvin Carlston are wearing their **Protx Hand Guard**, an archery glove specifically designed to prevent hand injuries among archers. Although archery is a safe sport, accidents can happen and injuries to the

GT 'CLAW'™
Bow Carrier

The most comfortable, easiest, most secure Bow Carrier made.

- Allows Hands Free
- Keeps Bow Handy, Secure at Your Side
- Walk, Climb, Sit, Bend
- Rubber Coated Hooks Protect Finish
- Used With Most Bows
- Steel With Tough Powder Coat Finish
- Available in Right & Left Hand
- Pat. Pending • Made in USA

Keep Your Hands Free and Your Bow Secure.

GOAT TUFF PRODUCTS

(520) 742-1701 • goattuff@msn.com

www.goattuffproducts.com

bow hand can easily occur if an arrow breaks upon release or in the event the shooter overdraws an arrow and releases it. Either situation could result in a painful injury to the bow hand. To prevent injury the Protx Hand Guard has three layers of Kevlar built into the back of the glove to protect the hand in the event of an accident. The glove is light weight and flexible allowing the archer to assume his natural grip while reducing torque for increased accuracy. The Protx Hand Guard comes in right or left hand and five hand sizes. For more information call (801) 805-4710.

Chris Allen the national sales manager for **Wood'N Trail** is shown here holding a, new for 2012, soft shell garment. Wood'N Trail offers a wide range of both men's and women's hunting apparel in various weights and finishes, colors and camo patterns. Products are made from twill, fleece or wool depending upon the garment and intended use. Wood'N Trail designs quality garments for the hunter using four-way stretch material with articulated shoulders for ease of movement. Some garments also feature anti-microbial fabric for scent control. For complete information call (800) 992-6338.

Kelly Branch of **SpyderWeb Targets** was on hand with his complete line of targets for back yard and range use. The SpyderWeb is designed for field tips only and will stop arrows from today's fastest bows. The ST18XL and the ST14XL are also suited for crossbows with the ST14XL also making a great crossbow discharge target due to its small size and lightweight.

While SpyderWeb targets can stand up to the fastest bows and heaviest arrows when it comes to stopping power they turn into a real creampuff when it comes to arrow withdrawal. These targets allow any arrow, regardless of weight or speed, to be easily withdrawn with two fingers. For 2012 the faces have been redesigned with multiple aiming spots. These targets are weather resistant but for added protection three different size covers are now available. Phone (269) 982-8003 to learn more about these high quality targets.

New from **American Whitetail Target** is the HybriMat field point target in this display above. The HybriMat is comprised of a front screen mounted a short distance in front of a foam disk behind which is located a fabric filled bag. The mesh on the "wear-ever" front screen separates to allow the arrow to pass through the foam and is stopped by the filled bag. The arrow can be easily withdrawn with minimum resistance and the mesh closes up as the arrow is withdrawn. The bag portion of the target is easily accessible from the rear and can be rotated and "re-fluffed" for extended wear. The foam disk can also be rotated or replaced as required giving the target an almost indefinite life.

The HybriMat is available in both 20 and 24 inch sizes and is crossbow compatible. Call (888) 233-1976 for more information on the HybriMat as well as American Whitetail's complete line of targets.

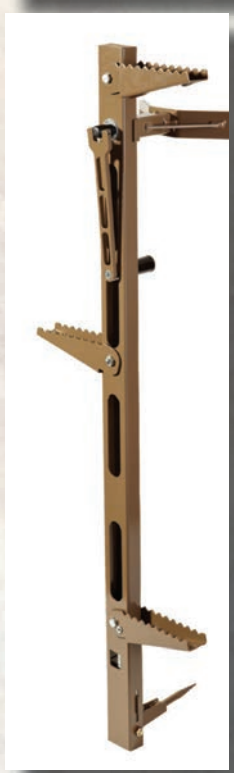
The **Cranky** trees step was introduced by Cal Niemela, president of Niemela Industries. This extra-wide, screw-in step with a wide, aggressive tread and handle hole for a secure grip is both a step and a handle. The Cranky has a built in heavy duty ratchet screw and comes in a handy carrying case that holds seven steps complete with wrench. The case clips onto the users belt for easy access.

Cranky also offers a three step climbing stick with folding steps and a built in heavy-duty mounting screw. For additional information call (906) 482-7015.

TenPoint Technologies continues to break new ground in crossbow design. Dave Robb, vice president of marketing said, "Ten Point expanded our carbon footprint by taking our existing technology and adding carbon to the design. New for 2012 are the Carbon Elite XLT weighing in at 6 pounds and 14 ounces; the Turbo XLTII at an even 7 pounds and the Titan Xtreme at 7 pound 4 ounces. All three bows have also been upgraded with new features."

For 2012 TenPoint is offering a comprehensive arrow ballistics program as outlined in its catalog on page 24. This compressive program explains the relationship between arrow weight, arrow speed and kinetic energy. It also discusses FOC (Front of Center) balance and its impact on stable and accurate arrow flight. This comparison is a valuable tool that can be used by the dealer to educate their customers on these critical and often misunderstood facts.

A "hot" new accessory from TenPoint is its Bednar Perfect Puller. The tool was named for and originally developed by the late Hall of Fame archer Bill Bednar. The puller is designed to pull arrows from high density targets. It includes three interchangeable



grippers sized to fit different size shafts for both crossbows and compound arrows. The handles also contain a built-in nock tool. The Perfect Puller will be a hot seller for all those shooters who complain about the difficulty in pulling crossbow arrows. For information on Ten Points complete line of crossbows and accessories call (330) 628-9245.

Wicked Ridge offers one new and two upgraded bows for 2012. The all new Raider CLS below boasts a new riser and limb assembly featuring a new version of TenPoint's exclusive Compact Limb System (CLS) Technology delivering a bolt at 330 fps with 101 pounds of kinetic energy. The Invader HP has been upgraded with an all-new bow assembly featuring 180 pound limbs and CNC machined HP Cams shooting at 315 fps with 92.6 foot pounds of kinetic energy. Rounding out the top three is the Warrior HL with HL limbs and machined aluminum wheels. The 175 pound Warrior HL delivers its payload at 300 fps with 84 foot pounds of energy. For more information on all Wicked Ridge crossbows phone ((330) 628-9245.

Wildgame Innovations offers a wide variety of products for the outdoorsman. Among its hot sellers this year is the new Elite Lights Out 5 trail camera. The Elite Lights Out has an invisible infrared flash with a 60 foot range that will not alert game or trespassers. Its unique design allows the sides of the camera body to be adjusted to fit literally any tree size for a snug secure fit. It can be set for Flex Time or Time lapse Technology to suit the user's needs. The lens can be set for a normal view or a wide angle view. With a rapid shutter speed and a minimum time between photos of 15 seconds it is sure to capture anything passing within range. The information recorded per photograph includes time, temperature and moon phase.

Also new for 2012 is Wildgame's Pile Driv'r-Auger Feeder System for controlled dispersion of powdered materials, bran, corn or pellets. Specially designed not to clog with any material the lightweight feeder can be set for six available feed times and can be hung from overhead or can be strapped to a tree or post if desired. For information on all of Wildgame's products call ((225) 638-4094.

Larry Kendall, the president of **Muddy Outdoors** explained, "Muddy Outdoors is well known for building high quality treestands but I wanted to expand into other high end quality lines for the hunters who expect more from every piece of their equipment."

To reach that goal Muddy began an expansion in several areas. Muddy Xecute is a line of shampoos, conditioners, body wash and field spray scientifically designed to eliminate odors and allow the hunter to blend in with his surroundings naturally. Muddy partnered with Harvest Time Archery to develop a 100 percent carbon wrapped arrow that Muddy states are built to the tightest specifications in the industry.

Muddy's BloodSport accessory line includes several new items for 2012. The CX3 quiver features an expandable hood that adjusts to broadhead size and accepts both fixed blade and mechanical heads. The Soft Grip rubber retainers hold the arrow securely while allowing easy one hand removal. A removal ball screw allows the quiver to be easily mounted to a tree when removed from the bow and positioned at any

Fletcher
.44 Caliper

New CAMO

HAVE YOU EVER WANTED TO OWN A GENUINE FLETCHER RELEASE? OUR NEWLY REDESIGNED .44 CALIPER IS OUR MOST AFFORDABLE RELEASE AND FEATURES OUR INTERLOCKING JAW SYSTEM. A HARDENED TRIGGER AND ROLLER DESIGN ALLOWS FOR A SMOOTH FEEL AND IS ADJUSTABLE FROM HAIR TO HEAVY TRIGGER. ALL OF OUR RELEASES HAVE A LIFETIME WARRANTY. THE .44 IS AVAILABLE WITH A DELUXE LEATHER BUCKLE WRIST STRAP OR A DELUXE NYLON WRIST STRAP WITH A VELCRO(TM) CLOSURE. FIND ONE AT YOUR DEALERS.

Jim Fletcher Archery

Jim Fletcher Archery
P.O. Box 218
Bodfish,CA. 93205
760/379-2589
fletcherarchery.com

angle necessary to get a quick second shot. Zero Vibration Technology (ZVT) string stops are available for both crossbows and compounds bows. Instead of using a solid stop as a string stop the ZVT uses brushes which result in more arrow speed with less vibration and noise. A crossbow Pod is also available that mounts to the crossbow sling stud. It acts as a solid shooting platform as well as a forearm grip which keeps the fingers out of the way of the bowstring.

Kendall continued, "Muddy is also taking a local approach on a national basis to the way it selects its qualified sales representatives which we call Muddy Direct. Muddy Direct members represent only Muddy products and they all work within their home districts. This means smaller areas per individual to ensure better service for the dealer. It also gives the dealer someone from his home area who can help him with trade shows, local events or in-store promotions." To learn more about Muddy's complete product line as well as its new sales representative approach call (877) 366-8339.

After years of customer demand, **Rinehart Targets** has introduced their new versatile back wall target that is sold by the piece. Company President James McGovern (pictured here) said the target is revolutionary because dealers can customize their order to fit their specific needs. The new Brick Wall target can be ordered in sections measuring 4x30 inches or 4x48 inches and the blocks can be moved around to produce a new shooting surface when necessary. "This target should last for years and we haven't shot one out yet in our testing," McGovern noted. For 2012, Rinehart Targets is introducing its new FX Foam Cube that McGovern says combines function, durability and versatility at an unbeatable price. The cube comes in a 14 and 16 inch size and is designed to give dealers a better price point option to carry in the shop. For additional information contact the company at (608) 757-8153.

Scent-Lok has produced a line of scent control clothing for over 20 years and this year it has improved its products with the introduction of Carbon Alloy technology said to set a new standard in scent control. Alex Gyllstrom, the company's social media manager, explained the new Carbon Alloy system adds other components to the activated carbon granules that have been recognized worldwide as the best adsorbent for volatile odors. Carbon Alloy increases the spectrum of odor adsorption and targets specific odors better than activated carbon alone. Scent-Lok has introduced several new clothing systems for 2012. The new Vigilante has been added to the company's popular Savanna line and offers great value for those looking for lightweight and affordable scent control. Also new this year are Mirage and Rampage, both with Carbon Alloy technology. The Mirage is lightweight yet warm and stands up to hard field use without sacrificing comfort and comes in either Realtree AP or Mossy Oak Break Up Infinity. The warmer Rampage is a windproof fleece garment with an ultra quiet inner shell fused with the fabric while deep, built in hand-warmer side ports offer a large space to keep hands warm. The Rampage jacket and pant comes in either Realtree AP or in Vertigo Gray. In the photo (left to right) are John Kammerdeiner, Jim Brown, Greg Sesselmann, Scent-Lok president, and David Reynerson of Bowie Outfitters, Baton Rouge, Louisiana. The company customer hotline is (800) 315-5799.

According to **Hips** President, Darrin Brown, the company is committed to dealer success and has increased its national advertising to include the new X2 Big Game Series targets. Ads in the consumer hunting magazines will feature these targets with their newly redesigned graphics. Brown said the Big Game Series offers superior stopping power and easy arrow removal for field tips so there is no need for a consumer to

purchase multiple targets. All Hips targets are built with special formulated foam called Endurance Foam that is 100 percent recyclable. He explained 2 inch thick sheets of Endurance Foam are heat welded to fuse the layers into a single block to provide excellent stopping power and that target slivering is greatly reduced. "Our new target graphics have been enthusiastically received by shooters and dealers can expect up to a 50 percent profit margin," Brown told us. The owner is pictured here with two of the six new X2 Big Game Series targets. Contact Hips at (800) 979-0915.

Todd Pringnitz (left) pictured below with Jerry Hochsetler of Dutchman Hunting Supplies in Shipshewana, Indiana, worked as a design engineer before starting **Wicked Tree Gear.** As a bow hunter, Pringnitz got tired of pruning saws that failed after being used a few times in the field and set out to design his own bullet proof version. The result is the new Wicked hand saw that is sharp, comfortable, dependable and strong. With a fail safe blade lock design, hardened steel lock pin and hardware, the Wicked pruning saw cuts smooth and fast through all types of trees and wood. This year the company has come out with the Wicked Tree Pack which includes a heavy duty canvas storage holster with a built in plastic scabbard for easy open saw access during long trim jobs. The holster features an additional neoprene pocket for storing a bow hanger or cell phone. A standard belt loop mounting system and an additional fully adjustable pack strap secures the unit to a hunting pack, tree harness or treestand. To find out more call Pringnitz at (319) 217-0885.

Charles Ricci (left), executive vice president of sales and marketing at **Altus Brands** is pictured here with consultant Paul Fugge holding two of the company's new offerings for 2012. The Waggler is a remote control predator decoy with motion and sound. To add realism, the decoy also emits scent by using a scent wick placed in the built in scent chamber and disbursed with a remotely activated quiet fan. Ten real animal sounds that include a cottontail in distress, fawn distress, wounded hare and wounded or baby distressed jack rabbit make it appealing to a variety of predators because they can see, hear and smell the Waggler. Frugge is shown holding the new Pro Hood/Bug Combo featuring Silpure Nano Silver technology that inhibits the growth of odor causing bacteria. The Pro Hood is a patented three piece camo scent control outfit that includes a new, all in one integrated hoodie/shirt with moveable magnetic ear flaps and magnetic front pockets, pants with six deep storage pockets and matching gloves. Silpure remains 100 percent effective for 50 washings. Contact the company at (800) 891-3660 to find out more.

Climbing trees less than arrow straight can be a problem when using some treestands but Curt Fast (left below) and Gary Mastin explained to dealers how their appropriately named **Twisted Timber** treestands adjust to any twisted or leaning tree giving hunters a rock solid hunting platform. The Big Bruiser and Trail Cruiser treestands feature all brass pivot bushings for quietness while adding quality to an already good product. Both models come with a snap hook carabineer to attach the support cables to the T-bar support frame and the stainless steel adjustable seat features a closed cell padded cushion which can be leveled for comfort. Both stands come with a durable powder coat finish to protect them from corrosion. Find out more by calling the company at (507) 822-3867.

Electronic Data Payment Systems helps many small shops in the archery industry by providing electronic payment services that enable them to accept all forms of payment except cash. According to Bill Treciak pictured here, the system processes credit card payments, gift card redemptions and loyalty programs offered by many companies. "We can do all this with counter top terminals, web based gateways, mobile based solutions or point of sales," Treciak told us. "In short, we facilitate electronic payments for dealers," he added. For additional information contact the company at (866) 578-9740.

The **Kodabow** crossbow has many features that will appeal to hunters including an EL-2 sling and the ability to be able to manually de-cock the bow when through hunting for the day. Chuck Matasic (left), owner of Kodabow Crossbows, said the Kodabow will appeal to many hunters, especially if they are physically challenged, because of the mid-point balance of this unit. He is shown here discussing these and other features of his company's crossbow with Anthony Warden of American Outdoor Supply in Dearborn, Michigan. The new Koda-Crank mechanical cocking accessory allows the shooter to cock the bow with minimal effort using a wrench or battery powered driver unit while a safety system automatically engages when cocking the bow to prevent it from dry firing without a bolt in place. The Kodabow is offered in five different limb weights ranging from 125 to 225 pounds. Call the West Chester, Pennsylvania company at (610) 620-4352 for more information.

Stuart and Becky Wright were on hand to show dealers the new Revelations Split Limb Bow Dampener by **BowJax**. The Revelations features an X-shaped design that wedges securely between the limbs of split limb bow models such as those from Hoyt and Bowtech in addition to some crossbow models. The dampener arms move freely to reduce vibration and increase limb life. The Wrights noted their new Maxjax 5 inch stabilizer includes two Maxjax Dampeners and that customers can swap out the black dampeners for colored ones to achieve a customized color scheme. Bowjax can be reached at (208) 762-3692.

Mike Derus, production, development and design engineer at **Elite Archery** said his company is excited to introduce the "Answer" as the company's flagship bow model for 2012. The Answer is a 33-1/2 inch bow with a 7 inch brace height that is easy to draw, hold and tune. A cable guard rod lock facilitates adjusting the cable guard and string suppressor and the bow can be retrofitted with an optional speed module for those looking to squeeze more velocity out of this already quick set up. The Answer is available in ten different color combinations. Call Elite archery for more information on the Lifetime transferable warranty that comes with all of their bow models. The company can be reached at (877) 503-5483.

Archery clubs and shooting grounds can offer great archery fun using an archery trap by **Laport**. The Phoenix 65T25 and the Phoenix 20T25 can be a great supplement to Boy Scout camps, 4H groups, FFA chapters & other youth organizations. According to Grahm Browne (photo), Laport Archery now offers three trap models designed to throw their 10 and 13 inch targets. The

Phoenix 20T25 throws both size targets while the smaller Phoenix 6T33 throws up to six of the larger 13 inch targets and is designed for home use. Laport is now offering the Phoenix 20T25 as a complete kit consisting of the trap, six targets, six soft shot arrows and a recurve bow. For more information contact them at (800) 335-8727. At left, Chuck Schurey, owner of Chuck's Archery in Washington, Pennsylvania helps his daughter Samantha shoot one of the Laport targets.

Nate Land, owner of **High Country Archery** discussed his company's new X-11 Pro model compound bow with dealers. The new X-11 Pro is shorter than last year's model X-11 and has a brace height of 5-1/2 inches. Shooters will appreciate how the draw cycle of this bow is much smoother than the previous model and that it has an improved cam design coupled with different string and harness specifications. The X-11 Pro comes decorated with Realtree AP as standard or in solid black. It can also be ordered in Realtree Max 1 or in various 3-D colors. Dealers can contact the company toll free at (866) 903-8841.

Jeff Scynske pictured below told *ArrowTrade* that **Strother Archery** is offering four new bow models for 2012. The Wrath, Rush, and Moxie have a wide range of draw length adjustment and are offered in black, Predator 3D Deception or Realtree AP camo patterns. Shooters can expect the Wrath to propel an arrow up to 330 fps and it has a very forgiving 8 inch brace height. The Rush is even faster and promises speeds up to 342 fps with a 6-1/2 inch brace height. The Rush is said to combine blazing speed, extreme forgiveness and an exceptionally easy draw which will exceed the expectations of the most demanding hunter. Archers with an exceptionally long draw length will find that the new Moxie, with its 7-3/8 inch draw length, will deliver speed and unparalleled accuracy according to Scynske. This 37-1/2 inch bow weighs only 4.3 pounds. The fourth new offering is the 3.75 pound Hope proving good things do come in small packages. It is built for the needs of the woman archer and is available in draw weights from 40 to 60 pounds; it offers an 80 percent let off. All new Strother bows have a new Super Glide Cable Slide and feature the newly designed Badger Cam system that is easy to tune, simple to service and requires little maintenance. Call Strother Archery at (888) 758-9269 for more information.

According to Brandon Hylton, creative director at **Parker Bows**, (at right) the new single cam Python is built for speed and is the company's flagship bow for 2012. The Python offers all the top features shooters have come to expect from the best high end bows including a generous 7 inch brace height, new split limb technology and an extreme parallel limb design. Also new is the Velocity, a high performance adult compound bow with a forgiving 7-1/4 inch brace height and an extreme parallel split limb design. Like the Python, the Velocity showcases Parker's exclusive Fulcrum Pocket System and according to Hylton, is a great bow for the price. For 2012, Parker has added four new crossbows to its line. The new Gale Force, Tornado F4, Tomahawk and Challenger are all available in the Outfitter package which includes optics, quiver and four arrows. The Concord with its Quick Draw system now offers shooters a cocking and un-cocking feature that uses a 9 ounce CO2 cylinder that is good for up to 40 cocking cycles. Get more information on these or any other Parker bow by calling them at (800) 707-8149.

Maximus President Paul Vaicunas took time to tell us all of the company's crossbows are designed, engineered and manufactured in Alexandria, Indiana and are made with the expertise of the people who use them. Vaicunas noted the new Ergo is the company's flagship bow for 2012 and features Gordon fiberglass limbs along with an ergonomic design making it a pleasure to hold and shoot. A Picatinny Rail Sight bridge is standard as is the patented match grade trigger. The Ergo also features an ambidextrous safety and an anti-dry fire device coupled with a side mounted quiver. It is available in either a 150 or 175 pound draw weight and has a mass weight of 8 pounds with optics and rings. The ISO 150 Compound Crossbow features an under mount stirrup,

vented forearm, match grade trigger, hand shake pistol grip and a side mount quiver. It weighs less than 8 pounds and has a 150 pound draw weight. Also new this year is the Carbon Death Nail Arrow that has 95 percent less barrel drag and unbeatable downrange penetration and accuracy, according to Vaicunas, who is shown above. For further information contact Maximus at (800) 663-0359.

There are a lot of climbing devices on the market but none as unique as The Vine Climbing Sticks by **Tree Line**. Like all other Tree Line products, these climbing sticks are American made and produced in Decatur, Alabama. They feature all steel welded construction with a powder coat finish allowing them to last for years. Company partners Kevin Turan (left below) and Brad Fitzgerald said the Vine's round tube design allows each ladder section to pivot independently while the bend configuration provides a two post ladder feel. Hunters will like the in-line step design that eliminates right and left steps and how the design mimics tree vines and conceals the ladder. For safety there are no sharp protrusions to impale climbers. The Vine comes in either a 17-1/2 or 20 foot height and will support a weight of 300 pounds. Tree Line has also come out with the new Cam-It Bow Hanger because some trees offer shooters no place to hang their bow. The Cam-It Hanger mounts to the tree in seconds and has a powder coat finish for durability. A patent pending cam action mounting system makes installing it easy and no assembly is required. The company can be reached at (256) 350-3315.

Scott Lindemann (in photo above) is president of Prairie Innovators and the maker of the **Bow Trainer.** He said even though his company is young, it is growing every year. "This is our third ATA show and our sales are increasing," Lindemann said. The Bow Trainer was developed when Lindemann's partner, an avid archer and physical therapist, had a patient with strength issues. The partners had the idea the therapy used with the patient could be applied to improve accuracy, strength, form and stamina when drawing a bow. "We developed it, refined it and now our sales are growing," Lindemann explained. The Bow Trainer is easy to store and comes with a detailed user manual, and an online training program so participation and success can begin immediately and continue all year long. Call the company at (866) 701-8867 for more information.

Mathew Shillinger (photo below) noted **AMS Bowfishing** is now decorating its best selling Fish Hawk bow in an AMS exclusive Koi Carp pattern featuring scales, water and fish. For 2012 AMS is offering Nockturnal Lighted Nocks that fit their Tiger Shark shafts perfectly and last for days. A special water tight housing prevents failure in the field and they can be used multiple times. The Tiger Shark fish arrow has a solid carbon wrap and special composite core making it super tough while its 5/16 inch diameter allows the use of all standard bowfishing points. Shillinger said these are the straightest, lightest, toughest and most convenient bowfishing arrows available. This year AMS is also offering the new Special OPS Night Vision

Bow Light System that mounts directly to the bow for night time bowfishing and is especially useful when hunting bighead carp. AMS Bowfishing can be reached by calling (888)541-7657.

The X-1 treestand weighs less than 12 pounds yet, according to Tevis McCauley owner of **X-Stand Treestands**, despite its light weight, the X-1 offers hunters a revolutionary concept in treestand design. McCauley, who is shown here demonstrating the X-1, said flexible arms contract inward as the cable clinches to firmly grip the tree and then flex outward to open the cable for easy climbing. The X-1 is constructed using 6061 aircraft aluminum and will support a weight of 300 pounds. The X-1 comes with a back pack strap and full body harness. For 2012, the company has introduced the X-Blind which is large enough to conceal a full size ATV yet it weighs only 12 pounds. To find out more contact the company at (540) 877-2769.

According to David Garner and Linda Ricketts (below) of **Cottonwood Outdoors**, hunters can quickly upgrade an older treestand by choosing the accessories they need from the fully mechanical display called Weathershield Treestand Accessories. Dealers don't have to be specialists in his company's products because the display will do that for them. The display comes with a "Fitment Guide" that enables a customer to look up their particular treestand model and then easily find what accessory they are looking for by checking a handy cross reference chart. Garner said all accessories are constructed of the finest materials with the most innovative designs in the industry. Hunters will appreciate that they are waterproof and come with a three year guarantee. Contact Cottonwood Outdoors at (706) 253-1100.

Jessica Denman (photo) was busy informing dealers about BoonerBuilder from **Wackum, LTD** located in Cortland, Ohio. BoonerBuilder is scientifically formulated to actively enhance the nutritional value of woody plants because a plant sprayed with the product naturally produces more sugars, retains its tenderness and is better tasting to wildlife. BoonerBuilder was developed by Denny Wildman, an agricultural crop yield specialist and tested by Dale Denman, a real woodsman with a passion for understanding wildlife. After field testing the product over five years, Denman gave Wildman his confident approval on the product's consistent performance. Denman said BoonerBuilder brings a whole new concept to hunting because using it is as easy as taking a walk in the woods. "Simply spray the product on native browse, such as saplings, grasses or other plants to create a browsing route and hold deer where you want them." To find out more, contact the company at (234) 244-4868.

Bad River Outdoors strives to bring consumers new and innovative products which provide solutions to common outdoor problems. All of its products are made in America and they are fully

Byron Ferguson's
Heavy Hunter
Carbon Arrows

Tired of arrows that promise the world but don't deliver?
Heavy Hunter carbon arrows are the answer!
• Pass-Through Performance
• From Gold Tip - Tough as Nails
• THE Hot New Arrow for 2012
BEARPAW PRODUCTS
Available from:
Kustom King Archery
877-566-4269
KustomKingArchery.com

guaranteed. This year the company has introduced the Little Mule electric game hauling cart featuring a heavy duty stainless steel drive train powered by a 24 volt electric motor. This compact, powerful electric drive game cart can haul any big game animal over the roughest terrain and, because of its low center of gravity, it will not tip when traversing steep hill sides or when rolling over logs or rocks. The Little Mule features an all aluminum frame, forward and reverse modes, a finger operated throttle and locking wheel hubs to permit free wheel, one wheel or two wheel drive operation. Since movement detection is one of the major problems faced by bowhunters, the company has introduced the new BrushHawgz concealment system (see photo above) that mounts to a tree stand allowing the hunter to conceal himself using cut tree branches or other natural vegetation. The BrushHawgz fits all types of stands including ladder, fixed and climbing models. Shown in the photo with the Little Mule are (left to right) Associate Jeff Bentz, company CFO Jerry Hedrich and President Ed Humpert. More information can be obtained by calling the company at (989) 642-2345.

Chuck Keefer, shown here at right, explained to dealers that Ignite by **Rack 1** is a complete system for managing whitetails year round. It is comprised of food products, supplemental feed, attractants and nutritional supplements. Overload is best used year round in gravity style feeders or near known whitetail bedding areas because it enables a whitetail to make it through the winter and to get back into shape for the following fall. XCellerator provides deer with the minerals they need to maximize antler growth while Chaos is a deer attractant that is best used around trail cameras to provide a look at what's living on the property. Rut Fuel can be used in spin cast or trough feeders as well as being scattered on the ground. Keefer said deer can't resist the urge to devour the premium year round attractant. For more information contact the company at (800) 723-2445.

Jill Halliburton is pictured at right with **Norway Industries** new three inch Zeon Fusion vanes. Halliburton said these vanes have a lower profile than the 2.1 inch Zeon Fusion vanes and that they solve many rest clearance issues as well as providing shooters with a slightly longer vane. Like the 2.1 Zion Fusion vanes, the new three inch vanes come in yellow, green, orange or red. For 2012, the company is promoting the Hitch Hero, a stable, hitch mounted dog feeder that fits any 2 inch hitch receiver. The Hitch Hero has dual 32 ounce no-spill feed bowls and can feed two dogs. Also new is the Sturdy Step a product Halliburton said is sure to be a hit for pickup truck owners because it serves not only as a step but can be used as an emergency shovel or ice scraper. It fits any two inch trailer hitch and has a 400 pound capacity. Norway Industries can be reached toll free at (800) 572-2950.

Berry's Manufacturing has been a family owned business for over 40 years. Tony and Sheila Berry said the company makes numerous products including bullets and a variety of plastic injection molded items. Tony explained the company's Versa Cradle Archery vise in use here is the most versatile bow vise on the market because it lets you work on a bow by

clamping on the bow's limb using a machined clamp outfitted with polyurethane pads. The vise mounts to any bench using bolts or screws and provides a rock solid platform while a patent pending locking ball lets you rotate the bow 360 degrees for easy reach. The couple is pictured here with the company's new Cross Bow Versa Cradle Shooting Rest. They can be reached at (435) 634-1682.

Ol'Man Treestands was founded in 1984 and according to Operations Manager Ryan Pappas, below, the company is under new ownership. Pappas said Ol'Man's flagship treestand for 2012 is the new Drone climbing stand with Hex Drive Technology that lets the user easily make adjustments to the angles of both the standing and sitting platform for a comfortable, safe shooting platform. The Drone is loaded with features including built in accessory hooks, quiver holders and a detachable foot rest that can easily be turned into a gun rest. The Roost is the company's best selling fixed position treestand and is now offered in an aluminum version for easy carrying. It has a standing platform that measures 24x32x6 inches and weighs just 15 pounds. Back straps are included as are padded armrests. Contact the company at (850) 521-5838.

Terry Rohm, marketing and product development manager at **Tink's** said 2012 marks the 40th Anniversary of Tink's #69 Doe-in Rut Buck Lure. As a tribute to this success, the company has brought back a bit of history. Now, for a limited time hunters can get Tink's #69 Doe-in-Rut Buck Lure in the classic glass bottle as a part of Tink's anniversary celebration. The 40th Anniversary display systems have been newly designed to provide eye catching graphics and to maximize dealer revenue. The variety of display configurations come stocked with the special Anniversary Tink's #69 Classic Glass Bottle or with a broad range of products that are sure to appeal to any deer hunter. The company strives to keep their brand and products in front of the hunting community and has invested in a fully integrated online marketing effort which is loaded with great video content and research material. Tink's can be reached at (800) 624-5988.

A bow quiver can be a help or a hindrance if it isn't balanced on the bow properly. **Grayling Outdoors** says they have solved the problem with the new Swing Away Bow Quiver that allows the user to adjust it for optimum bow balance. Made of glass filled nylon, the Swing Away Quiver is designed for strength and durability. Charles and Kimberly Tinker (below)

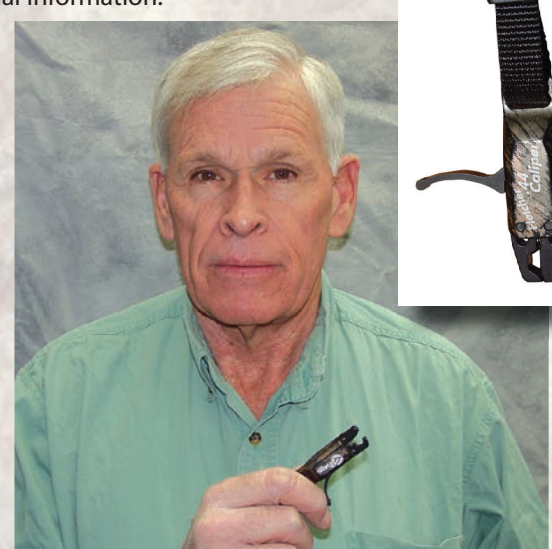
told *ArrowTrade* this summer, the company will come out with a fletching package consisting of a Grayling fletching jig, three fletching clamps, vanes, glue and a stripping tool. The kit will also come with an index shaft and crossbolt receiver. To receive additional information on these or any other Grayling products contact them at (989) 348-2956.

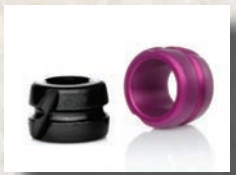
Shown at right Mary Snyder, marketing manager at **Absolute Outdoor, Inc.** explained that Onyx gear with Arctic Shield technology is committed to offering men and women the finest in outdoor apparel. Rain, snow, wind or cold will pose little problem because Onyx clothing is designed to battle the elements and provide a more memorable hunting experience. For 2012, Onyx is introducing a number of new products including a classic vest along with a light jacket and pant all with Arctic Shield technology. A new Arctic Shield Youth Performance Fit jacket and pant are designed for the junior hunter to have a memorable day when hunting with dad or grandpa. A new Radar Cap and Youth Glomitts, both with Arctic Shield technology complete the outfit. The ladies haven't been forgotten either. Snyder is pictured here with the new jacket and pant designed specifically for women. An X-System base layer coupled with new headwear and gloves designed specifically for women is new as well. Other new products include a Waterfowl Jacket, Decoy System Gloves and a reversible waterfowl vest all with Arctic Shield technology. For wintertime predator hunting the new Classic Parka and Bib are both dressed out in Realtree APS. For additional information on any of these products contact the company at (320) 252-2056.

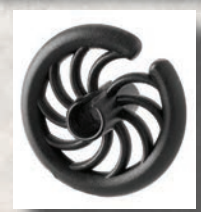
Machining small parts for arrow rests, sight pins, or safety sears on crossbow triggers can be problematic and costly. The problem facing manufacturers is the needed part has a very complex shape and complicated 3-D geometry. Tom Jones explained to manufacturers how **Indo-MIM's** metal injection molding process works and how it can help solve difficult manufacturing problems. According to Jones, pictured here holding a small part made by the company, the metal injection process is designed for high volume production of small parts. Indo-MIM has the ability to produce small, highly complex shapes in large volume using a wide variety of alloys and that it could produce nearly unlimited shapes in hard to process material, the representative said. Some other capabilities of the company include precision machining, heat treating, plating and coatings along with plastic insert molding and cleanroom assembly. Phone their Princeton, New Jersey office at (609) 651-8238 to find out more.

Andrew Scott, sales representative for **ARS Business Solutions** informed dealers his company offers a full inventory management system for retailers to track their customer base, costs, inventory, commissions, profits, discounts and a host of other business related chores. For example, a dealer can download a manufacturer's catalog directly into the system to get updated price lists and to decrease the need for data entry thus saving time and money. ARS Business Solutions provides training and support to dealers to ensure successful implementation of their inventory and point of sale system. In addition, the company offers assistance with all hardware choices as well as all necessary training that fits the dealer's schedule when learning to use the system. Call Scott (shown at right) at (800) 547-7120 Ext. 5705 to find out more.

Terry Harris, company President of **Jim Fletcher Archery** is pictured below with the new camo anodized version of the company's popular 44 release. While it's expected the camo version of this release will become popular with hunters, the company will continue to produce it in the popular green anodized color as well. With an interlocking jaw system, the 44 easily attaches to the bow string loop while a hardened trigger and roll design promises a smooth release with every shot. The company's Trupeep all aluminum peep sight allows shooters a perfectly round, shaded hole at full draw and is now offered in either a red or green color while a pink version is expected to be available soon. Contact the Bodfish, California company at (760) 379-2589 for additional information.







The Reign broadhead is the brainchild of **EP Hunting** co-owners Mike Mix (right) and Doug VanderWater. According to the partners, this hunting head utilizes two innovations that separate it from other broadheads. First is the Shatterhead tip which is razor sharp on four sides. Mix said when shot from a high speed bow, the tip acted similar to a mushrooming bullet, literally exploding bone outward on contact. The second innovation is a pivoting, single-piece, two-blade design featuring a patent pending, spring-loaded ball bearing mechanism that re-centers the blade after hitting bone. The company is now offering its Redeye string peep in four colors including pink. The Redeye peep is Swiss CNC machined and designed to collect and deliver more light to the archer's eye while still focusing attention on their target and pins. The Kiss of Death Kisser Button continues to be a popular addition to the company line because it is soft and forgiving if it should contact the shooter's face. Its design also provides additional string dampening capability. Contact the company at (866) 318-0160 for more information.

Many show goers looking to manage their deer or elk herd, or to attract them to a blind during the hunting season were interested in **Big & J's** BB2 nutritional supplement and deer attractant. Lance Manker, a representative for Big & J Industries is pictured here with one of the company's products. He explained Big & J is a supplemental deer feed company offering high protein deer feed that doubles as a powerful attractant.

The company currently offers the BB2 Nutritional Supplement in 20 and 40 pound bags and the BB2 XX Concentrated Nutritional Supplement in 10 pound bags. For 2012, Big & J's has introduced the BB2 Cube which is a compressed method of supplying nutritional deer supplements and acts like a powerful attractor year round. The company can be reached at (866) 210-7781.

There are many deer attractant products on the market but **Deer Quest** Incense Sticks are unlike any other. Company Product Manager Brad Wooms (right) and Sales Manager Bob Caleseric told *ArrowTrade* the incense sticks are 100 percent synthetic and will never freeze like liquid scents and they smell stronger and last longer than any other aerosol, gel or liquid. Each stick burns for approximately two hours and deer can smell the aroma from 400 yards. For 2012 Deer Quest has developed the new Golden Estrus scent and a new Persimmon lure with a sweet yet tart aroma that deer love. Deer Quest currently offers scents for deer, bear, elk, moose, and wild pigs. This year the company has introduced Predator Sense which is a curiosity scent designed for hunting bobcat, coyote and fox. Reach Deer Quest at (800) 795-7581 for more information.

Goat Tuff Products, known for their glue and other arrow fletching components, has come out with the new GT Claw Bow Carrier for

Harness the power of the world-wide-web to bring new customers to your door.
Increase Your Sales
Offer Customers A Fully Stocked
ONLINE STORE
Now Your Website Can Offer
Over 10,000 Products
OUTDOOR BUSINESS NETWORK
DISTRIBUTOR CATALOG
http://www.
OUTDOOR BUSINESS NETWORK
Custom E-Commerce Websites
at a price you can afford
- Distributor Product & Inventory Link
- One-Click-To-Ship
- Custom Design & Branding
Call Today for a Free Consultation and Online Demo
Toll Free: 1-800-699-0820
www.outdoorbusinessnetwork.com

GOAT TUFF
Helping You Shoot Your Best Since 1996
FOR THE BEST IN ARROW MAKING; GOAT TUFF HIGH PERFORMANCE GLUES
• Purest Glues Made
• Easy To Work With
• Fast Drying
• Superior Hold
• Best for Archery & Everything Else
When You Need The Best GOAT TUFF Lies Through!

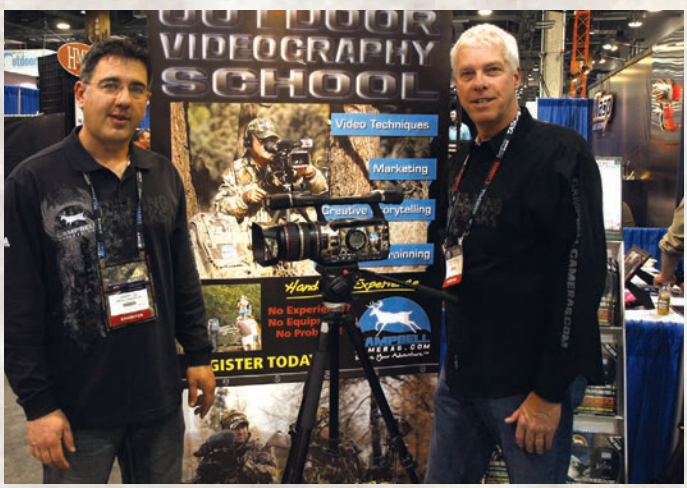
2012. According to Dave (right) and Doug Smith, sons of company President Jerry Smith, the new Claw promises to be the most comfortable and most secure bow carrier on the market. The Claw is worn on the belt and the bow handle is inserted and rotated to secure it, leaving the hands free. With the bow locked in the carrier, a hunter can then walk, climb, twist, step over obstacles and even sit and the Claw will continue to hold the bow securely. Also new this year is the redesigned Equalizer Release Aid with a wider draw shelf and repositioned trigger. Dave Smith said this makes a tremendous impact on arrow performance for short draw archers or for those who have had to shoot reduce draw weight due to age or injury. Goat Tuff is also offering the new Opti-Vane II with a low profile for optimum clearance and an aerodynamic contour to generate higher arrow speed. The Opti-Vane II is constructed of two different proprietary materials that optimizes adhesion, durability and accuracy in flight. "Once they're on, they're on," Doug told us. Contact the company at (520) 742-1701.

Mike Benton of Bay Country Archery in Pasadena, Maryland discusses the new Zing! Adhesive with Barbara Grundman (right in photo below) of **Flex-Fletch Products.** The company provided product samples of their new Zing! Fletching Primer and Zing! Adhesive to dealers. The company is now offering the Zing! Primer in a new 4 ounce spray bottle and will be adding a gel version of Zing! Adhesive this spring.

Last year Flex-Fletch introduced Silent Knight crossbow vanes with the usual thin of all Flex-Fletch vanes but made of a stiffer, extreme compound that provides maximum speed and guidance with minimum noise. Flex-Flex Products has named Dietmar Trillus as Pro Staff director for 2012. For more information the company can be reached at (651) 426-4882.

In 2010, **Wasp Archery** was acquired by the Weaver family of Harrisburg, Pennsylvania. This year the company has introduced the new 100 grain Z-Force mechanical broadhead with a unique ball bearing deployment system as well as a new 75 grain pink broadhead called the Queen which is dedicated to women archers. Wasp has also established a Social Media presence and an improved dealer structure that builds on commerce as well as on relationships. Steve Johnson (left) is pictured here with the company's new broadhead carry case called the Wasp Nest while Matt Weaver holds a 3 pack of the new Z-Force heads. To order by phone or for more information contact them at (860) 283-0246.

Camera support is imperative for any videographer and **Campbell Cameras** offers a wide assortment of tree arms, tripods and shoulder arm or monopods to achieve crisp footage or ultra sharp photos. Jeremy Leu (left in photo below) and John Campbell took time to explain the company's products. "We cater to the outdoor videographer and carry anything for cameras and everything that goes with it," Leu told *ArrowTrade*. Leu said the hot new camcorder for videographers is the SONY NX70U and it is SONY's first rain proof, dust proof camera in what he called the "prosumer" range. "We are mainly a video product retailer and we offer everything the amateur and professional photographer needs," Campbell explained. "We have the staff that really knows what it takes in terms of products and techniques to film in the outdoors," he added. For general questions or to request a catalog call (877) 384-3337.



WPT Inc. has been a supplier of holographic tape to the fishing industry for more than 30 years. Today, the company manufactures and wholesales holographic, pressure sensitive reflective and adhesive backed tapes and labels for a variety of applications. Ron Warczynski pictured here with Artwork Director Jennifer Fulton said in 2010, WPT Inc. bought out B & B Archery, manufacturers of Quick Crest Arrow Wraps and his company now offers several dozen arrow wrap patterns. All the company's products are made from the highest quality materials and are manufactured in the United States. Contact them at (269) 468-3399 for more information.

Scorpyd Crossbows designed its new Ventilator crossbow specifically for older or physically disabled hunters. According to Rex Isenhower (left) and company owner Jim Kempf the Ventilator weighs less than eight pounds and is available in a 100, 125 or 150 pound limb configuration. Features include an exclusive center balance mount for use with a tripod, bipod or monopod and an ergonomically designed safety forearm that helps prevent the thumb being placed in the danger zone. Additional features include Barnsdale laminated limbs, titanium fastners, folding stock and vented barrel. Kempf noted the Ventilator will accept various optics and accessories including the new Trijicon ACOG Crossbow Scope. Call the company at (319) 331-4700 for details.

A whitetail's sense of smell is his best defense but Nose Jammer by **Fairchase Products** shortcuts this sense with Vanillin and other organic compounds that effectively jam a big game animal's sense of smell. Matt Brown is pictured here with the new Nose Jammer Pro Kit that has everything a hunter will need this season to remain undetected by deer or other game animals. The kit contains an aerosol, shampoo and body wash, laundry detergent and deodorant. He noted the Nose Jammer aerosol spray is available in either a 6 or 2 ounce spray. For more information contact them at (507) 896-3138.

Precision Designed Products carries a wide selection of standard and custom archery products, including archery arrow points and inserts. Company President Keith Jabben said his company offers the largest number of precision archery products available. "We give demanding archers the widest range in size and weight of arrow points and components available in the world. With our Adjustable Steel Speed Point archers can fine tune weight with 10 grain modules and a final 5 grain set screw. Weights can be increased with any combination of 30, 50 or 100 grain modules and all points are matched within 1/10 of a grain," Jabben stated. PDP offers shooters inserts for all types of arrow shafts and has points ranging from 55 to 300 grains. It should be noted PDP has

Continued on Page 100

http://www.trueflightfeathers.com
New! TRUEFLIGHT CAMO

Huge Selection of Brilliant Colors and Patterns -- Spiral Wrap Flu-Flu's -- Cut to Lengh -- Full Length Die Cut Shapes, 2" to 5 3/4"
email@trueflightfeathers.com
TRUEFLIGHT
Manufacturing Company, Inc.
P.O. Box 1000, MANITOWISH WATERS, WI 54545, (715) 543-8451
World Leader in Precision Feathers for Over 60 Years

Product Directory

30.06 Outdoors-Page 40. Ad page 151.
Absolute Outdoor-Page 94. Ad page 113.
ACU Archery-Page 81.
AIM Outdoors-Page 74.
Alaska Bowhunting Supply-Page 118. Ad page 121.
Allen-Page 77.
Alpine Archery-Page 152.
Altus-Page 87.
American Whitetail Target-Page 84.
America's Best Bowstrings-Page 100. Ad page 139.
Antler King-Page 30, 129, 134, 135.
AMS Bowfishing-Page 90. Ad page 63.
Apex Gear-Page 41, 58, 162. Ad page 41.
Apple Archery-Page 43.
Archer Xtreme-Page 50.
Archery Talk-Ad page 159.
Arizona Archery Enterprises-Page 160.
Arizona Rim Country-Page 68.
ARRO-Page 163.
Arrow Precision-Page 100. Ad page 17.
ARS Business Solutions-Page 94.
Atsko-Page 156.
A-Way Hunting-Page 43.
Axion Archery-Page 82.
Bad River Outdoors-Page 91.
Barnett-Page 83.
BCY Inc.-Page 153. Ad page 145.
Bear Archery-Page 81.
Berry's Mfg.-Page 92.
Big & J's-Page 95, 126, 130.
Big Dog Treestands-Page 46.
Big Game Treestands-Page 49.
Big Green Targets-Page 75, 102.
BIGshot Targets-Page 38.
Biologic-Page 131.
Bitzenburger-Ad page 122.
Black Gold-Page 78, 162.
Blacks Creek Guide Gear-Page 157.
Black Widow Lures-Page 72.
Bohning-Page 42, 158.
Bow Trainer-Page 90. Ad page 166.
BowJax/Rim Rock-Page 88. Ad page 75.
BowTech-Page 34, 61.
Brownell & Company-Page 58. Ad page 79.
Brunton Company-Page 38, 161. Ad page 37.
Buck Blitz-Page 134.
Buckeye Cam-Page 100.
Buck Stop-Page 76.
Buckwear-Page 39.
Burr & Company-Page 54.
Burt Coyote Co.-Page 49, 152. Ad page 131.
Cajun Archery-Page 80.
Campbell Cameras-Page 96.
CanCooker-Page 101.
Carbon Express-Page 25.
Carbon Tech-Page 69, 118.
Carter Enterprises-Page 77. Ad page 29.
Clean-Shot-Page 43. Ad page 153.
C'Mere Deer-Page 128, 134.
Cobra-Page 66.
Code Blue-Page 127, 129.
Copper John-Page 35, 54.
Cottonwood Outdoors-Page 91.
Covert Scouting Cameras-Page 162.
Cranky-Page 84.
Cranford Manufacturing Co.-Page 48.
Crooked Horn-Page 46.
Cross Archery-Ad page 57.
Darton Archery-Page 80.
Dead Down Wind-Page 77.
Deer Quest-Page 95.
Delta McKenzie Targets-Page 42. Ad page 19.
Eastman Outdoors-Page 25, 163.
Easton-Page 118, 136, 159.
Electronic Data Payment System-Page 88.
Elite Outdoors-Page 88.
EP Hunting-Page 95.
Evolved-Page 127, 128, 131, 132. Ad page 133.
Excalibur Crossbows-Page 50, 168. Ad page 47.
Extreme Archery Products-Page 71. Ad page 59.
E-Z Outdoors-Page 55. Ad page 129.
Fairchase Products-Page 97, 103.
Feather Vision-Ad page 115.
Firenock-Page12-22.
First Lite-Page 73.
FirstString-Page 40. Ad page 5.
Flex Fletch-Page 96.
Flextone-Page 103. Ad page 33.
Frigid Forage-Page 127, 130, 135. Ad page 135.
Full Flight Technology-Page 48.
FX Camo Products-Page 160.
G5 Outdoors-Page 50.
GamePlan Gear-Page 72.
Gerbing's Heated Clothing-Page 64.
Ghostblind-Page 39.
Goat Tuff Products-Page 95. Ad page 83.
Gold Tip-Page 68, 118.
Gordon Composites-Page 101. Ad page 21.
Gorilla Tape-Page 10.
Grayling Outdoor Products-Page 93. Ad page 167.
Greatree Archery-Page 81.
Grim Reaper-Page 156.
GSM-Page 63.
Hamskea Archery-Page 51.
HCO Outdoor Products/Uway Technologies-Page 61. Ad page 11.
Hallmark Cutlery-Page 102.
Heads Up Decoy-Ad page 155.
Heartland-Page 132, 134, 156.
Hedog Archery-69.
HHA-Page 154.
High Country Archery-Page 89.
Hind Sight-Page 52.
Hips Targets-Page 86.
Hold Up Displays-Page 160.
Hot Can-Page 70.
Hot Shot-Page 80, 154.
Hunt Comfort-Page 67.
Hunten Outdoors-Page 67.
Hunter Safety Systems-Page 46.
Hunter's Specialties-Page 134, 135.
Huntin' Hoist-Page 108.
IndoMIM-Page 94.
Iron Mt. Products-Page 69.
Jim Fletcher Archery-Page 94. Ad page 85.
Kinsey's Archery-Ad page 55.
Kodabow-Page 88.
Kustom King Arrows-Ad page 91.
Ktek Designs-Page 155.

Product Directory

Kwikee Kwiver-Page 55.
Lakewood Products-Page 44, 152. Ad page 163.
Lancaster Archery-Ad page 157.
Laport-Page 88.
Lightning Bowstrings-Ad page 161.
Limbsaver-Page 52.
Lone Wolf-Page 47.
Martin Archery-Page 82. Ad page 172.
Masko Outdoor Gear-Page 100.
Mathews.-Page146. Ad page 15.
Mission Archery-Page 148. Ad page 31.
Maximus Crossbows-Page 89.
Morrell-Page 153.
Mossback Game Calls-Page 161.
Mossy Oak-Page 76, 101.
Moultrie Products-Page 60.
Mrs. Doe Pee-Page 162. Ad page 103.
Muddy Outdoors-Page 85.
Muzzy Products-Page 10, 32, 74. Ad page 45.
NASP-Page 157. Ad page 141.
NAP-Page 56, 102.
NBS-Page 66.
Neland & Wong-Page 64.
Nockturnal-Page 81.
Norway Industries-Page 92.
Nutra Deer-Page 129, 133, 134.
October Mountain-Page 74. Ad page 55.
Ol' Man Outdoors-Page 93.
Opti-Logic-Page 61.
Outdoor Business Network-Page 72. Ad page 95.
Outdoor Edge-Page 69.
Outdoor Prostaff-Page 69.
Outer Limit Archery-Page 54.
Pape's Archery-Page 33, 156. Ad page 25.
Paradox-Page 152.
Parker Bows-Page 28, 29, 89. Ad page 27,171.
Pete Rickard's-Page 73.
Pine Ridge Outdoor Products-Page 40, 155. Ad page 73.
Pivotal Payments-Page 66.
Plano Molding-Page 46.
PDP-Page 97. Ad page 71.
Primos-Page 126, 128, 131, 135.
Prois-Page 58.
Protx Hand Guard-Page 83.
PSE-Page 35.
Quality Archery Designs-Page 151.
Quick Draw Bowfishing-Page 34.
Rack 1-Page 92, 128, 130, 133.
Rage Outdoors-Page 26.
Ramcat Broadheads-Page 79.
Rancho Safari-Ad page 81.
Real Scent-Page 158.
Rinehart 3D Targets-Page 86. Ad page 51.
Ripcord-Page 35, 76.
Robinson Outdoor Products-Page 66.
Rocket Broadheads-Page 104.
Rocky-Page 70.
Rose City Archery-Page 68.
S4Gear-Page 160 .
Sanford Innovations-Page 73.
SA Sports-Page 64.
Scent-Lok-Page 86. Ad pages 7-9.
Schaffer Performance Archery-Page 77.
Scorpion Venom-Page 50.
Scorpyd Crossbows-Page 97. Ad page 35.
Scott Archery-Page 161.
Screamin' Bull-Page 155.
Shadow Hunter-Page 74.
Shrewd Archery-Page 78.
Shooting Search-Ad page 125.
Sitting Hawk-Page 77.
Skull Hooker-Page 63.
SKB-Page 158.
Slick Trick-Page 80.
Specialty Archery Products-Page 153 Ad page 20.
Sportchief Canada-Page 62.
Spyderweb Targets-Page 84.
SpyPoint-Page 68, 128.
Stealth Cam-Page 63.
Strother Archery-Page 24, 89, 165. Ad page 23.
Sullivan Industries-Page 56. Ad page 123.
Sure-Loc-Page 70.
Swhacker Broadheads-Page 60.
Swivelimb-Page 78.
Sword Sights-Page 72.
Tactical Archery Systems-Ad page 49.
Target Communications-Page 26 .
TenPoint Crossbow-Page 84. Ad page 3
Tenzing Outdoors-Page 44.
Tink's-Page 93.
Top Secret-Page 70.
Toxonics-Page 34, 58.
Thunder Valley Archery-Page 48 .
TightSpot Quivers-Page .
Tink's-Page 93.
Tradtech Archery-Page 62.
Treelimb-Page 72.
Tree Line-Page 90.
Treestand Buddy-Page 75.
Tree Stand Up-Page 83.
Trijicon-Page 79.
Triple Crown Outdoors-Page 154.
Trophy Ridge-Page 82.Ad page 65.
Trophy Rock-Page 75, 131.
Trophy Taker-Page 67.
Tru Ball-Page 159.
Trueflight Feathers-Page 62. Ad page 97.
Tru-Fire-Page 56.
Truglo-Page 58. Ad page 53.
Twisted Timber-Page 87.
VaneTec-Page 54. Ad page 101.
VaporTrail-Page 43, 158. Ad page 107.
Victory Archery-Page 79.
Watson AirLock-Page 76.
Wicked Ridge-Page 85. Ad page 2.
Wicked Tree Gear-Page 87, 108.
Wildgame Innovations-Page 85, 134. Ad page 33, 57, 133.
Wackum Outdoors-Page 91.
Wasp Archery-Page 96.
Wildlife Research Center-Page 35, 60, 127, 132.
Wood n' Trail-Page 84.
Wright Blind-Page 10, 39.
WTP Inc.-Page 97.
X-Factor Outdoor Products-Page 153.
X-Press Bow Press-Page 71.
X-Stand Treestands-Page 91.
Xtreme Hardcore Gear-Page 39.
Xtreme Sighting Solutions-Page 52.
Xtreme Tactical Archery Gear-Page 63.
Yukon Gear-Page 101.

moved into a new manufacturing plant which Jabben says will triple production. Jabben is shown above right with Shipping Manager Josh Ferguson. The company can be reached by calling (620) 331-0333.

Many bowhunters view trail cameras as an indispensable piece of hunting equipment and many own more than one. **Buckeye Cam** has introduced the new X7D trail camera which is the most inexpensive they have ever offered. BuckEye Cam Pro-Staff President Ray O'Lenic, pictured here holding the new X7D, said like past BuckEye Cam models the X7D offers a long range wireless option that can be used for wildlife management, security or even research. O'Lenic explained a radio transmits photo or video data from the camera, or cameras, to a base station up to a mile away and there is no fee associated with this transmission. The user has a choice of two different wireless base station set up options: PC Base or a Cell Base (Cell Base requires a cellular data plan). Each base option can operate up to 254 cameras. Both options allow the user to view images on the computer where the camera system software is installed. The photos can then be relayed from the computer running the PC base software to a LiveCam website that users can access from anywhere in the world where they have access to an internet connection. Camera settings can be adjusted, camera/base signal strength and battery levels can be checked directly from the computer that is running the camera system software. For more information contact the company directly at (866) 325-8172.

America's Best Bowstrings has continued to expand its product line and this year unveiled their new Rubix arrow rest. According to company President Jerry Mullet, the Rubix is a revolutionary new arrow rest offering shooters a means to tune a bow with ease and precision because the Rubix features click adjustments for both horizontal and vertical travel. Another feature of this new product is that it can be set for target shooting with the included target launcher blade or converted to a drop away rest for hunting. Each click moves the launcher arm .003 of an inch and it is buss cable activated. This year the company's premium strings are being made using BCY 8125 material and cables are made with 452X material. This combination provides shooters with maximum speed and great durability. Shooters can order custom built premium grade bow strings in custom colors and made of BCY 8190 material. America's Best Bowstrings is so confident in their strings they guarantee them for one year against peep rotation, creep and serving separation. Pictured in the photo holding the new Rubix rest are (left to right) Steve Hurt, Jerry Mullet and Jeremy Green. Contact this company at (330) 893-2675 for additional information.

Arrow Precision Sales Manager Dan Welker (at left below), pictured here with Bill Lako, said all of the company's crossbows have been upgraded for 2012. The popular Fury has had an upgrade in string quality and now comes standard with a red dot sight. Hunters will appreciate the added safety of a newly incorporated anti-dry fire mechanism. "We listened to our customers and made improvements to our products," Welker explained. The company's Wildfire model is now called the Wildfire II and comes standard with an illuminated scope and a new noise suppression system. Arrow Precision can be reached at (610) 437-7138.

Seth McGraw (left) and Craig Peters were busy cooking up a storm for show attendees in the **CanCooker**, an economical and time saving way to cook food. The CanCooker is constructed entirely of heat conducting aluminum and is easy to use, clean and to transport. A rubber seal under the lid keeps moisture inside the cooker while a steam hole vents excess pressure. The CanCooker is designed to cook Midwest, Cajun and New England style foods but can be adapted to any style of outdoor cooking. It even comes with its own convenient storage bag. For more information contact them toll free at (877) 844-2772.

Mike Edwards (at left below) and Greg Stawczyk were on hand to inform dealers about **Mossy Oak Outdoor Accessories** and **Yukon Gear Outdoor Apparel.** Edwards is brand manager for both companies and said Yukon Gear offers technical, specialty, core apparel, hats, gloves, socks, packs, bags and other accessories designed for any weather or environmental conditions. Whether its whitetail, turkey, upland, or waterfowl gear, Yukon Gear has what a hunter needs in popular Mossy Oak camouflage patterns or blaze orange styles. The company offers a full range of outdoor clothing for men, women and youth in four Mossy Oak patterns. Mossy Oak Hunting Accessories carries a full line of shooting, archery and waterfowl accessories including slings, gun cases, hearing and ear protection and field dressing accessories. For more information contact the company at (847) 715-1365.

Not all the marketing took place on the exhibit hall floors. The hallway, doorways, escalators and even the bathrooms of the Greater Columbus Convention Center were filled with a variety of promotional messages. One of our favorites was this classy giant banner from **Gordon Composites**, a firm which has been supplying fiberglass to power the industry's bows for 60 years. You can find out more at gordoncomposites.com and can reach the firm in Colorado at (970) 240-4460.

ARROWSMITH
ARROW BUILDERS ADHESION KIT
ONE KIT... FOUR OUTSTANDING PRODUCTS
With the high-tech composites and polymers used in archery today comes a need for specialized adhesive components. VaneTec has developed the ArrowSmith Adhesion Kit to address that need.

V-Tough Insert & Component Adhesive redefines impact resistance. Produced to order, so it's fresh every time.

VT-2000 Hand Fletching Adhesive the next generation of VaneTec's acclaimed VT-1000. Superior to any other product tested, VT-2000 brings an impressive list of benefits including; product freshness, rapid drying time in cool and low humidity conditions, and much more.

UnderCoat Primer makes everything in the ArrowSmith kit work better. It cleans and preps any surface to be bonded with cyanoacrylate adhesives and allows for faster, stronger bonds on vanes and inserts.

HeadLock Anti Vibe Threadlocker Field tips and broadheads loosen constantly causing noise and affecting accuracy. HeadLock freezes components in place quieting any bolt-on component

MADE IN USA

VaneTec
www.VaneTec.com